

SAVE UP TO

1/2!

OLSON REVERSIBLE* RUGS
WITH TWICE THE WEAR



Our Pretty Model Says: "You'll love the deep-textured luxuriousness on Both Sides."

OLSON Factory-to-You
Home Shopping Guide—

America's Finest **Reversible**
Broadloom Rugs and Carpets

← Illustrated here.

LIGHT GOLDEN TWEED

Number 44/5126

Sizes, Prices, Page 29, Column 2.

Color magic that brings the richness of gold, the cheerful disposition of sunshine into your home in a pleasing weave of Gold, Yellow and Off-White yarns. A decorator's dream because it's smart, modern and harmonizes with all colors.

Dinah Shore

invites you to see

33 NEW DECORATOR
STYLES AND COLORS
WOVEN SEAMLESS
IN 143 SIZES

Rich New Tweeds

Solid Color Effects

Floral--Colonial
Oriental Designs

Embossed Effects

OLSON *RUG CO.*
Carpets

CHICAGO 41, ILL.

NEW YORK • WASHINGTON, D.C.
LOS ANGELES • SAN FRANCISCO

Dinah Shore Introduces

THE FAMOUS OLSON BROADLOOM
CHANGING AMERICA'S BUYING HABITS

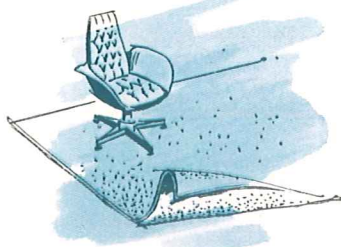


WORLD-FAMOUS STAR OF TELEVISION AND SCREEN

Dinah Shore—one of the loveliest, most charming ladies in the entertainment world—welcomes you to a new and thrilling experience in home decorating. You will be delighted with many of the decorating ideas she recommends in this catalog. Look for Dinah Shore on television.

1. Homemakers Love OLSON

Double-Duty REVERSIBLE RUGS



Among our 4,000,000 customers, you'll hear the most enthusiastic praise and appreciation for OLSON double-duty Broadloom *with 2 lives* . . . you get two rugs in one! After one side is worn, you have another fresh, new-looking deep-pile rug surface on the other side.

2. Homemakers Love OLSON

Leisurely SHOPPING BY MAIL



It's so convenient! Take all the time you need to carefully select the OLSON rug color and design you'll enjoy for the many years our rugs will serve you. It's so easy to order by mail when you deal direct with the responsible maker.



Copyright 1962
Olson Rug Co.
Vol. 169 (62-10A)

OLSON IS THE WORLD'S
LARGEST AND OLDEST RUG AND CARPET
WEAVERS DEALING DIRECT WITH AMERICAN HOMES

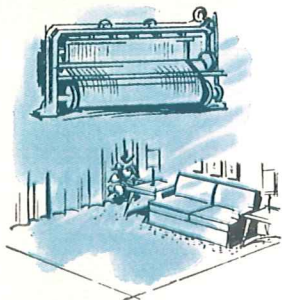
You To...

RUGS AND CARPETING THAT ARE IN THESE 4 IMPORTANT WAYS

3. Homemakers Love OLSON

FACTORY-TO-YOU SAVINGS

For outstanding value, compare OLSON established quality, and you'll see how much more you save dealing direct with our factory. We eliminate wholesalers, jobbers, and retailers. You save up to 1/2 on OLSON Broadloom!



4. Homemakers Love OLSON

Triple-Guaranteed QUALITY

No other rugs or carpeting in the world are as fully guaranteed as OLSON's. The Good Housekeeping Seal, McCall's "Use-Test" Seal, in addition to the OLSON 88-year-old Guarantee of Satisfaction or your money back.

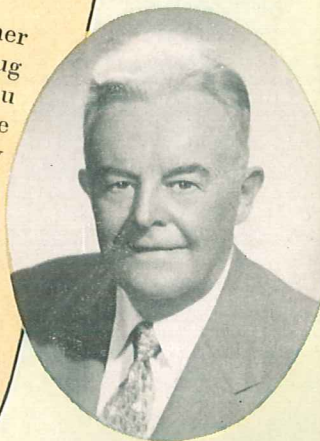


ALL OLSON REVERSIBLE BROADLOOM IS FULLY GUARANTEED...

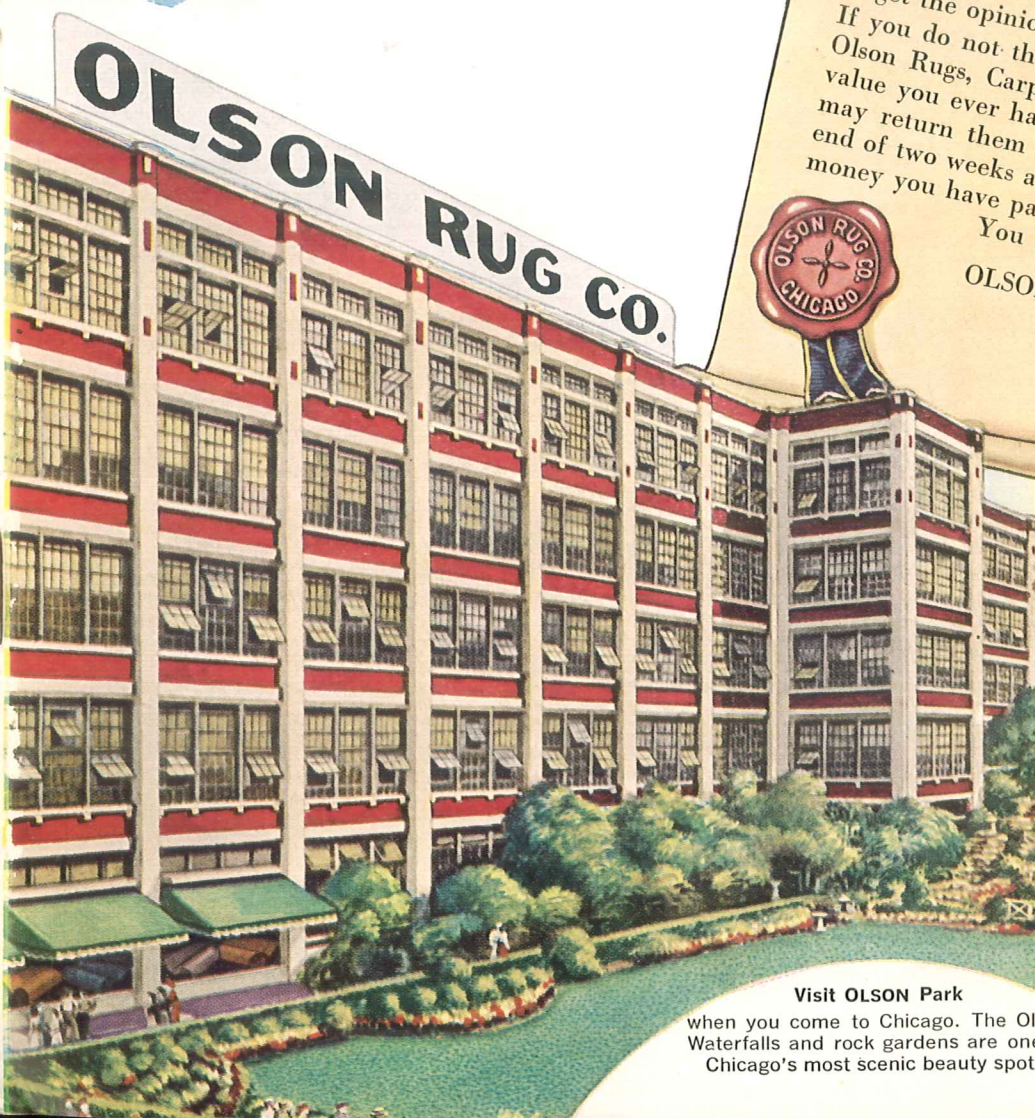
The Good Housekeeping Seal of Approval is granted only to products that have been tested to perform as claimed. OLSON rugs have earned and carried this Seal year after year after year.

The "Use-Tested" Seal means that OLSON rugs have passed the examinations of McCall's Test Rooms. "We used it and we like it" sums up this important endorsement by McCall's. (See inside back cover—Page 31—for results of McCall's tests.)

Many other reliable guarantees further support OLSON rugs and carpeting. Better Homes & Gardens, House Beautiful, Ladies' Home Journal, American Home, House & Garden also attest to the OLSON guarantee of satisfaction or your money back.



Walter E. Olson



Visit OLSON Park when you come to Chicago. The Olson Waterfalls and rock gardens are one of Chicago's most scenic beauty spots.

The OLSON Principles of Quality and Service



This is the creed we have lived by for nearly a century of quality rug weaving. This is the creed that has earned us the right to speak truthfully of over four million satisfied customers. This is the creed that assures your receiving unequalled *quality, value and service* that merit your complete confidence in OLSON.

- 1 You, our customer, must be given all the savings made possible by dealing direct with the OLSON factory. We are the largest and oldest rug factory in the world dealing directly with American homes.
- 2 You, our customer, have our solemn promise that we have never, and will never compromise with the high standards of craftsmanship, materials, and service upon which rests the OLSON name.
- 3 We must always keep the OLSON promise of saving you one-third to one-half when you order Reversible Broadloom Rugs, Carpets.
- 4 We must match our pledge of savings with the richest textured, most closely woven, longest wearing reversible rugs available anywhere for the money.
- 5 You, our customer must be given all the added savings, service, and convenience made possible only by ordering OLSON Rugs and Carpets at low Factory-to-You prices.
- 6 We must never depart from the most rigid quality control at every step of manufacturing—from production of our exclusive blend of durable rug yarns, to the beauty and wearability of the finished broadloom.
- 7 We must be continually on the alert in our research and design to produce ever finer rugs that will meet the highest possible standards of fashion, scientific testing, and longer wear.
- 8 We must continue to offer the greatest selection of rug and carpet colors, weaves, and sizes available anywhere in America in our low price range.
- 9 We must strive to make every communication with our customers increase their confidence in our integrity, fair dealings and friendly desire to serve them.
- 10 We must always promptly, and without question, abide by the letter of the OLSON Money-Back Guarantee that eliminates all risk and assures your complete satisfaction when you deal with OLSON.



Samples (actual size)
of Carpet Yarns pre-
pared by the Olson
Special Process.

"OLSON MAGIC"... How We Reclaim the Valuable Wools, etc., from Customers' Materials, ADD Choice New Wools, Sturdy New Carpet Yarns and Weave America's Finest REVERSIBLE Broadloom Rugs, Carpeting

WOULD'N'T you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our hundreds of thousands of visitors—including the Decorating Editors of practically every woman's magazine, Home Making experts from leading Radio stations, writers, textile engineers, club women, church societies, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug direct from the Factory at savings up to $\frac{1}{2}$.

You Could Spend Days Here inspecting over 40 acres of the most modern rug making machinery—shredding machines—carding, washing and scouring, sterilizing, pickering, bleaching machines—great steaming dye vats—row after row of looms up to 18 feet wide which for speed and efficiency have never been excelled.



Fluffy, rugged
wool that has
been reclaimed
from old
materials.

Our Process is a Natural One. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that many fine writing papers are made with discarded clothing. By the Scientific Olson Process we are able to reclaim the good seasoned wools and other materials that remain in all old rugs, carpets and clothing no matter how worn they appear.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists,

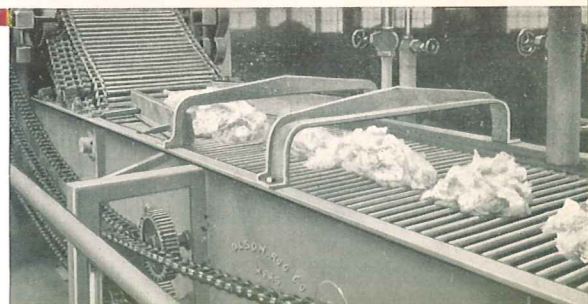
skilled artisans, engineers and specialists of all sorts, most of whom have spent a life time perfecting their departments.

By the Famous Olson Process we sort, merge and reclaim the good fibers in old carpets, rugs, clothing, blankets, etc.

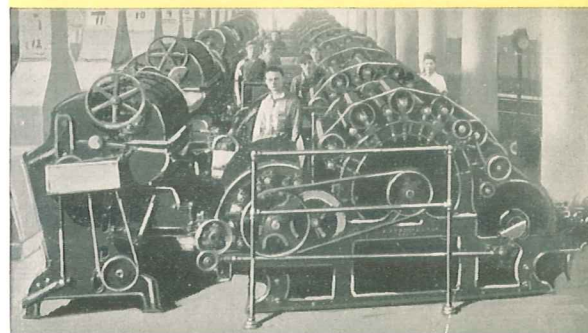
Because all used materials (millions of pounds of it) must be scientifically treated and graded by quality and color, and changed into its basic fiber state, you can readily see why we do not use the *specific* materials, sent by individual customers, in the rugs they purchase.

We thoroughly scour, shred, bleach, card and comb all the valuable reclaimed wool until it is completely sterilized and sanitary. It is further steamed and scientifically treated to give it fresh new luster and resiliency—and then combined with our choice New Wools and other sturdy New Carpet Yarns—expertly dyed with finest of dyes—and then tightly spun, wound into skeins and woven into luxurious, modern, seamless, Reversible Broadloom Rugs and Carpeting famous for long wear.

And since we weave both sides at the same time, you pay nothing extra for the second side.



Continuous washing, scouring, sterilizing,
bleaching and dyeing machine 75 feet long.

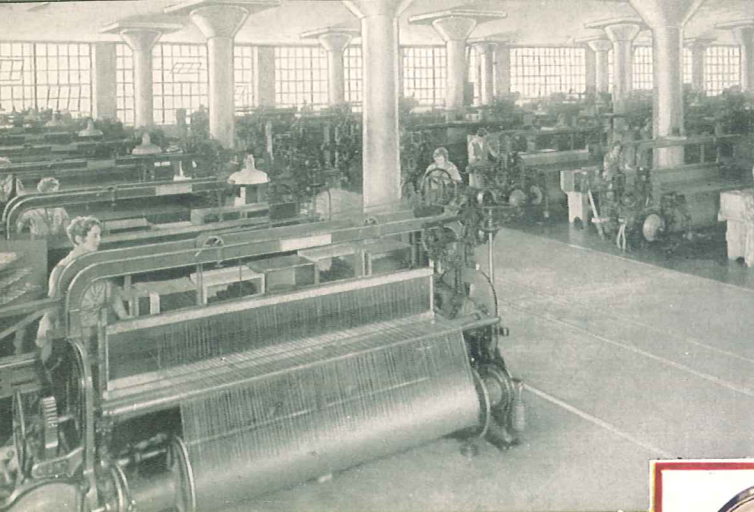


Great combing machines where the material is
carded and combed into long, fluffy strands.



Battery of modern blending machines where materials
are automatically and carefully prepared for carding.
BELOW: Spinning and twisting the yarn.





A few of the great looms that weave the beautiful, high-pile Olson Rugs shown in this catalogue. We have developed new methods of weaving which for speed and efficiency have never been excelled.

"From Our Looms to Your Rooms"

We are the World's Largest Weavers of Broadloom Carpets and Rugs Dealing direct with the Home.

United States Textile Labeling Law Is Your Protection.

Back in the twenties, the government had its big battle against the adulterators of food and medicine. They finally put through the Pure Food and Drug Act. Today the government is protecting its citizens with the Textile Labeling Act.

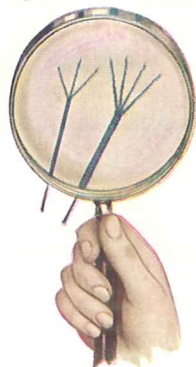
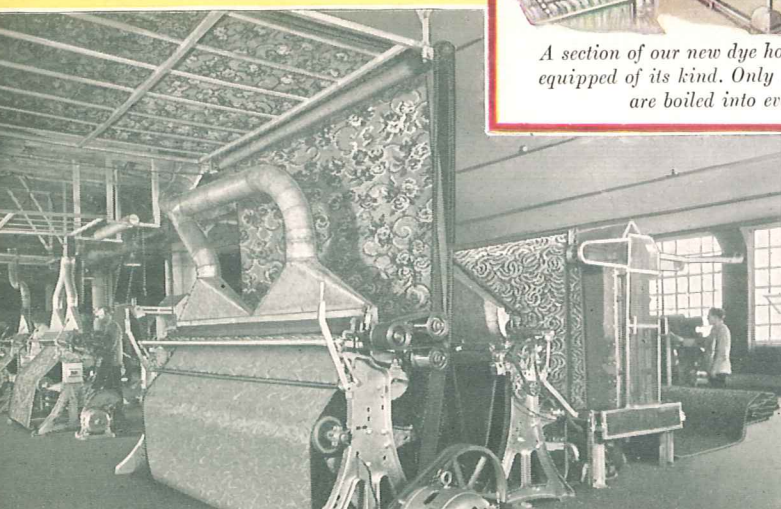
The Olson Rug Co. is proud to show herewith the fiber content of the carpet yarns in your Olson Rugs. The Face on Both Sides is "Loom-Woven" of Our Special Blend of Carpet Yarns.

The PILE on Both Sides is:

- 65% New Carpet Wools
- 15% New Carpet Nylon
- 10% New Carpet Acetate
- 10% Other Carpet Fibers

Other fibers reclaimed from customers' materials are used in the sturdy inner (center) construction.

BELOW—A view of some of our large steaming and shearing machines through which all Olson Rugs must pass so that the nap on both sides is luxuriously soft and smooth.



This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in so many rugs.

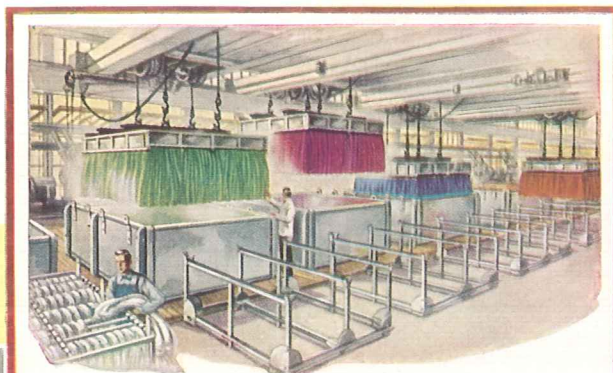
Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

A section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.

Nature's own "time-tested" Woolen Fibers comprise 65% of the soft, resilient, long-wearing "loom-woven" pile on both sides. This is fortified with heavy, New Carpet Nylon for extra wearability, and sturdy, heavy New Carpet Acetate for lustrous colors. Scientifically Moth Treated. No wonder Olson Reversible Rugs are famous for long wear.

Olson Rugs are Better Than Ever

For 88 years we have stood behind "America's Best Loved Rugs, Carpets" with our written guarantee. And rest assured that the rugs you receive will wear for years and years. Many customers tell us they have rugs for 20, 30 years or more. Olson Rugs "Wear Like Iron"—and today they are better than ever. Our reputation stands behind every rug and carpet.



A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.

A small section of our spinning division showing some of the immense machines 125 feet long, that spin the yarn into firmly twisted, high-grade rug yarn used in Olson Rugs.





Number 44/3751

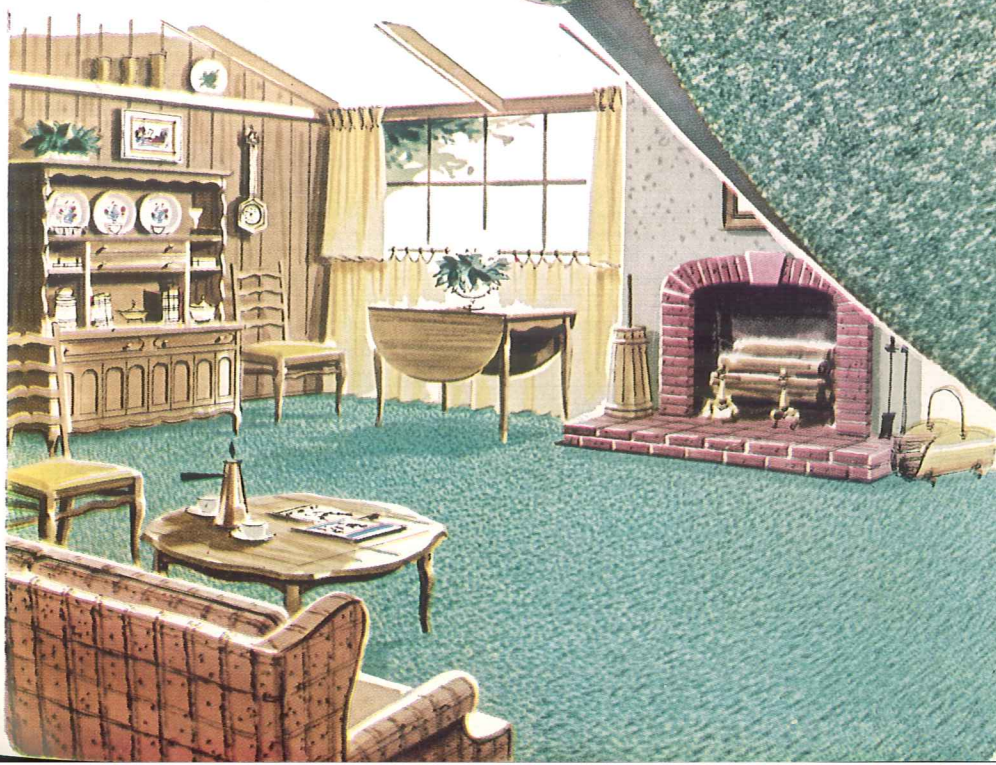
Spice Tweed. A handsome, practical background for any room. A rugged, up-to-date, new textured effect achieved with six shades of yarn: Beige and Sandalwood with accents of Off-White and deep Wood Tones. Goes beautifully with modern furnishings as well as your cherished old possessions. You'll thank us for recommending it. Same deep pile on both sides.

*Our
Exclusive
New
Random
Tweeds*

Number 44/4422

Green is one of the important home-furnishing colors today—and here is a lovely, soft New Green in a fascinating new Tweed effect that has won extravagant praise from decorators and customers. You'll love it. The second side costs you nothing extra.

SIZES and PRICES, Page 29, Column 2



EASY TERMS
if you wish.
As little as
\$5 DOWN
See Page 30

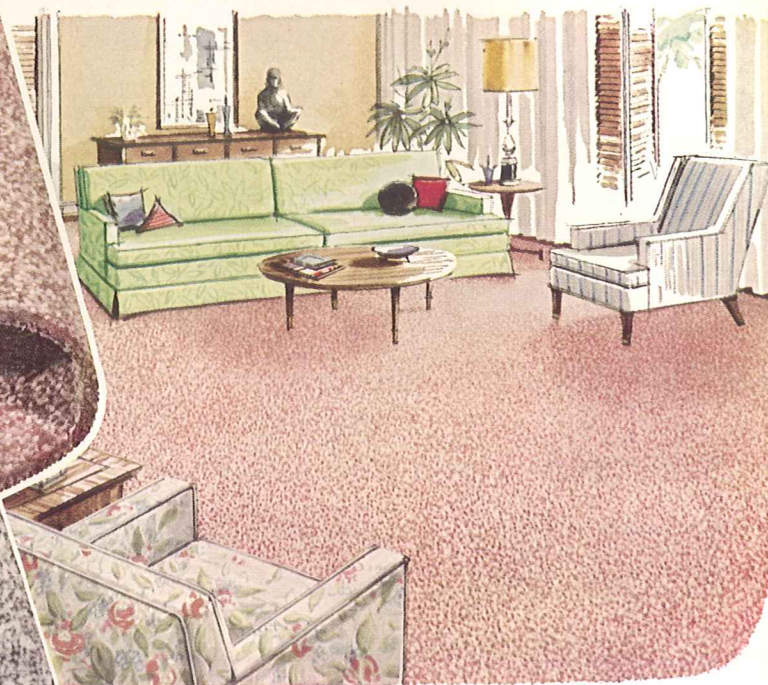


A

B

C

D



7 Glorious New Tweeds

Woven Seamless and Reversible

FOR SIZES AND PRICES, SEE PAGE 29, COLUMN 2

Rug A Number 44/3531

Beautiful Beige Blend. Here is a high-fashion Beige magically harmonized with decorator tones of Golden Taupe and Off White. With a lovely Olson tweed carpet like this on your floor, you'll be proud to say come-in to your friends and neighbors. Expensive looking in every detail, except price. Like all Olson Rugs it is woven Seamless and Reversible—two rugs in one.

Rug B Number 44/6834

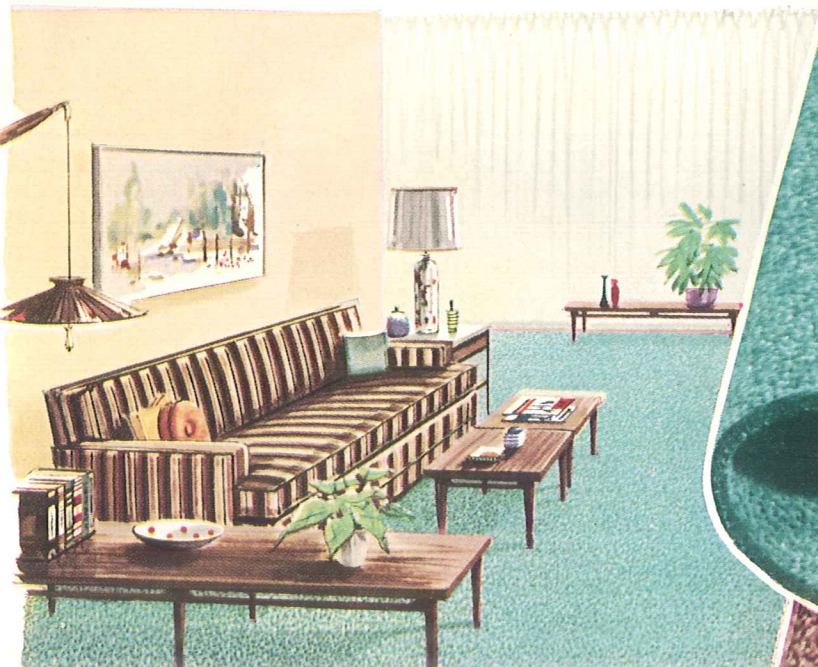
A Practical Tweed in White, Black, Grey that will look lovely in any room in your home. Woven seamless and reversible in a harmonizing blend of popular, easy to live with colors. You'll love its enduring beauty and easy to care for quality. Save up to half your rug money by ordering from the Olson Factory.

Rug C Number 44/7163

Amber—New and Dramatic. We urge you to see this gay, smartly modern, new Tweed. The secret of beautiful rooms is "color." Amber will bring decorative "magic" to any room in your home. Think of the fascinating color schemes you can build around this luxurious rug. Four shades of yarn give it a richly textured effect designed to hide soil and foot-marks. Reversible and Seamless.

Rug D Number 44/4652

This Fascinating Tweed will handsomely set off your other furnishings and bring a cheerful, refreshing glow of color to any room. You'll be pleased with the way our decorator-color stylists have skillfully blended the fashionable colors of White, Gold, Yellow, Aqua and Green. Woven Seamless and Reversible.



Yours Inexpensively

Twice the Wear, Twice the Luxury

FOR SIZES AND PRICES, SEE PAGE 29, COLUMN 2

Rug E Number 44/0582

Turquoise is Luxurious. If you have an eye for high fashion, here is deep-textured Olson Tweed Broadloom that is so new, so refreshing and so colorful it will radiate its beauty throughout your entire home. Colorful, distinctive Turquoise, harmoniously blended in three soft shades. A look of luxury at half the price you expected to pay. Woven seamless and reversible.

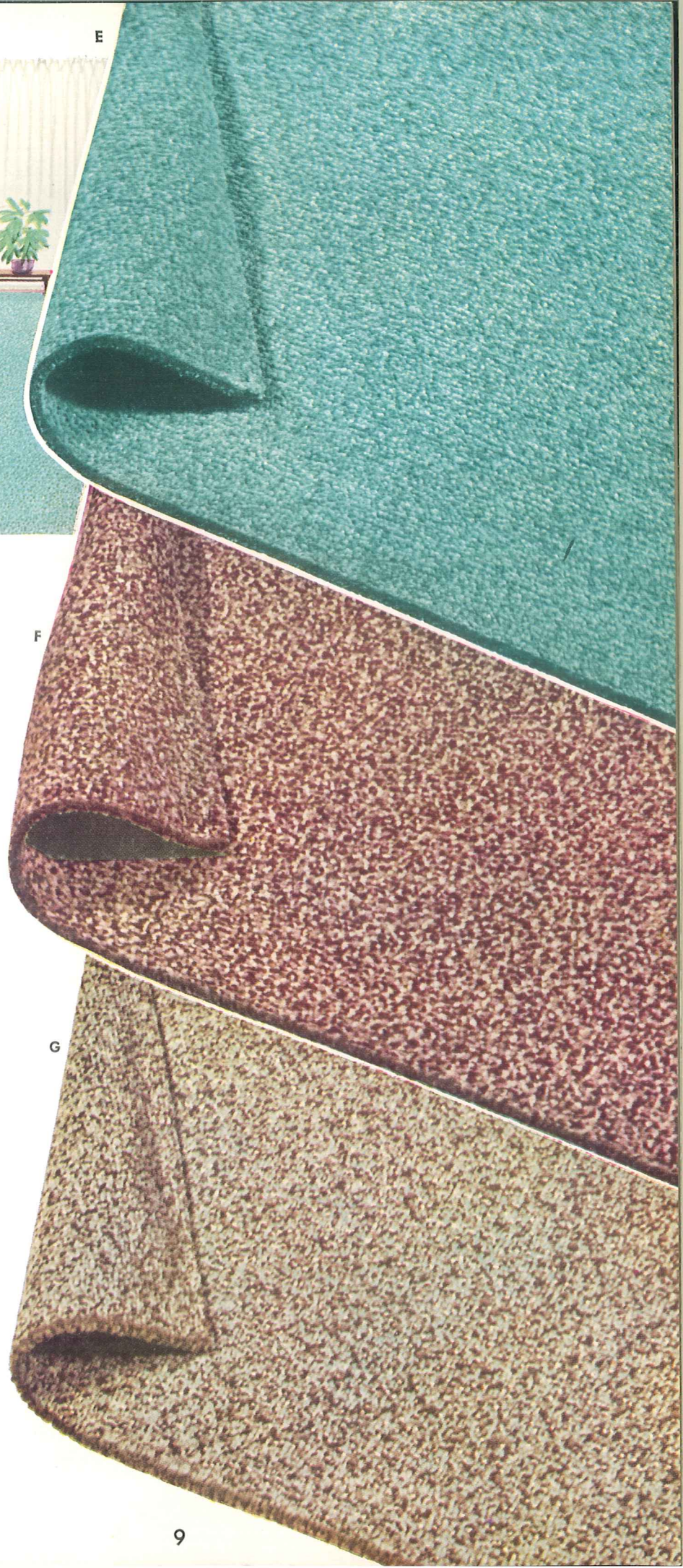
Rug F Number 44/0871

Rich-Looking Brown and White Tweed. You'll just love the rich tweed texture and the skillful blending of the White and two Brown shades. Thrives on traffic. Resists foot marks and hides soil. Wonderful deep-textured thickness cushions every step. Only Olson's Double-Loom-Woven process can produce Tweeds of such beauty and richness. Seamless and reversible for double wear, double luxury. And, you pay nothing extra for the second side—Like getting Two Rugs for the price of one.

Rug G Number 44/0132

Wonderful Heather Tweed. One of the loveliest we have ever offered and a great favorite. Picture its seamless broadloom beauty in your home. A rich, practical, exclusive Olson Tweed of four fashion-right colors: Cinnamon Taupe, Green, White, deep Brown. Thrives on family traffic—resists soil. Here's deep-textured luxury at savings up to half. Years from now, when one side is worn, you have a new rug on the other—and the second side doesn't cost one penny extra. No wonder Olson Rugs are "America's best loved floor covering."

PADDING makes all rugs and carpeting feel more luxurious. Thick, "Olsonite" Padding is Bargain Priced at only 11 cents a Square Foot.





6 Fascinating New Tweeds

FOR SIZES AND PRICES, SEE PAGE 29, COLUMN 2

Number 44/1635

Rich New BLUE Tweed. Blues have come into their own again. And here is one of today's loveliest new shades—gay, charming, light-hearted—that lends itself to a host of fresh new color schemes. Don't be afraid to use this practical Isle-Blue rug in any room. Three shades of yarn give it a rich textured effect, designed to hide soil and footmarks. The same deep, luxurious pile on both sides for double wear.

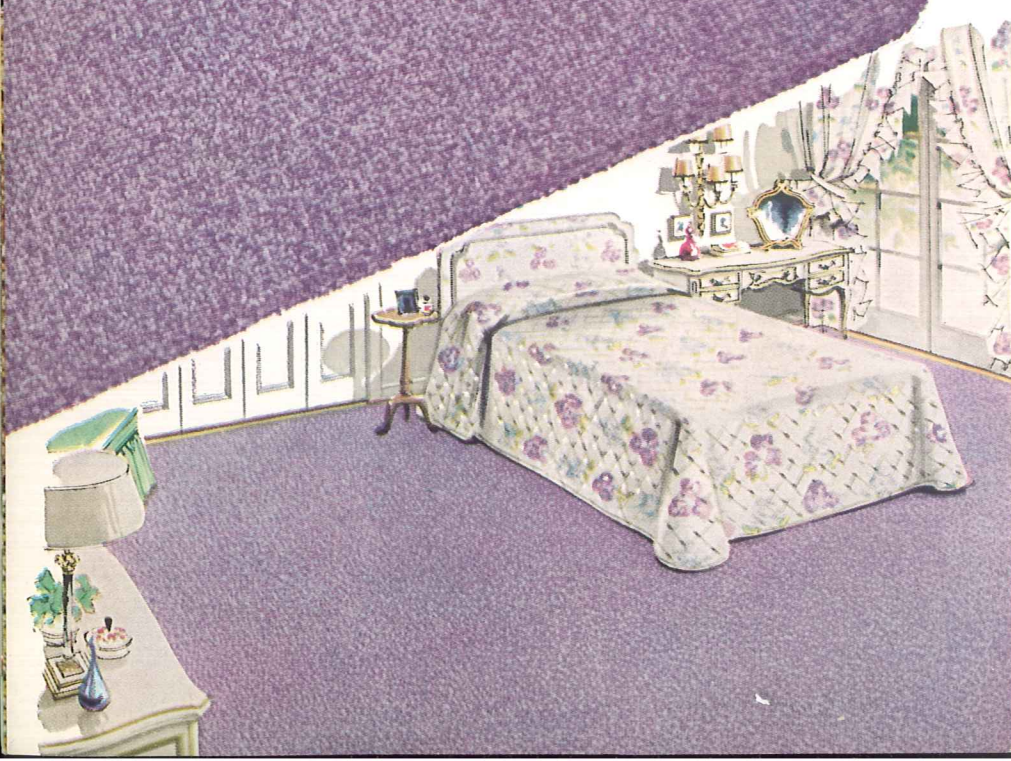
Number 44/5666

A New Golden Tweed. This beautiful Olson Tweed Broadloom, accented with yarns in Lemon Peel, Citron, Off-Whites and Wood-Tones, will transform dull rooms into lovely, sunny, up-to-date settings. A favorite of decorators everywhere. Expensive looking in every detail except price. Order yours today and save up to half your rug money. Woven seamless and reversible.

Number 44/4947

The New IRIS Tweed—dramatic, smartly modern. Purple is back with deserving popularity. But it is used with a light-heartedness that gets away from the heaviness of past eras. It is a wonderfully flexible color with unlimited contrast possibilities. Let this vibrant new color bring decorative "Magic" to your home. Charming with contemporary furnishings—handsome with antiques. No wonder this gay, new, broadloom has become a favorite over night. And where else can you get so much carpet luxury at such a big saving? Reversible, Seamless.

*Thick Olson Padding is only
99 cents a square yard.*





from Famous Olson Looms

FOR SIZES AND PRICES, SEE PAGE 29, COLUMN 2

Number 44/6281

Char-Brown-Lovely New Tweed. Here is a dramatic new rich-toned Olson broadloom that follows the fashion trend to Brown, Black, White. You'll want to sink your toes into the double-deep reversible pile—you'll love its foot-pampered comfort. A rich blend of cocoa and black, with white highlights—you'll find it a perfect background for your furnishings and bright accents and accessories. Amazingly low priced!

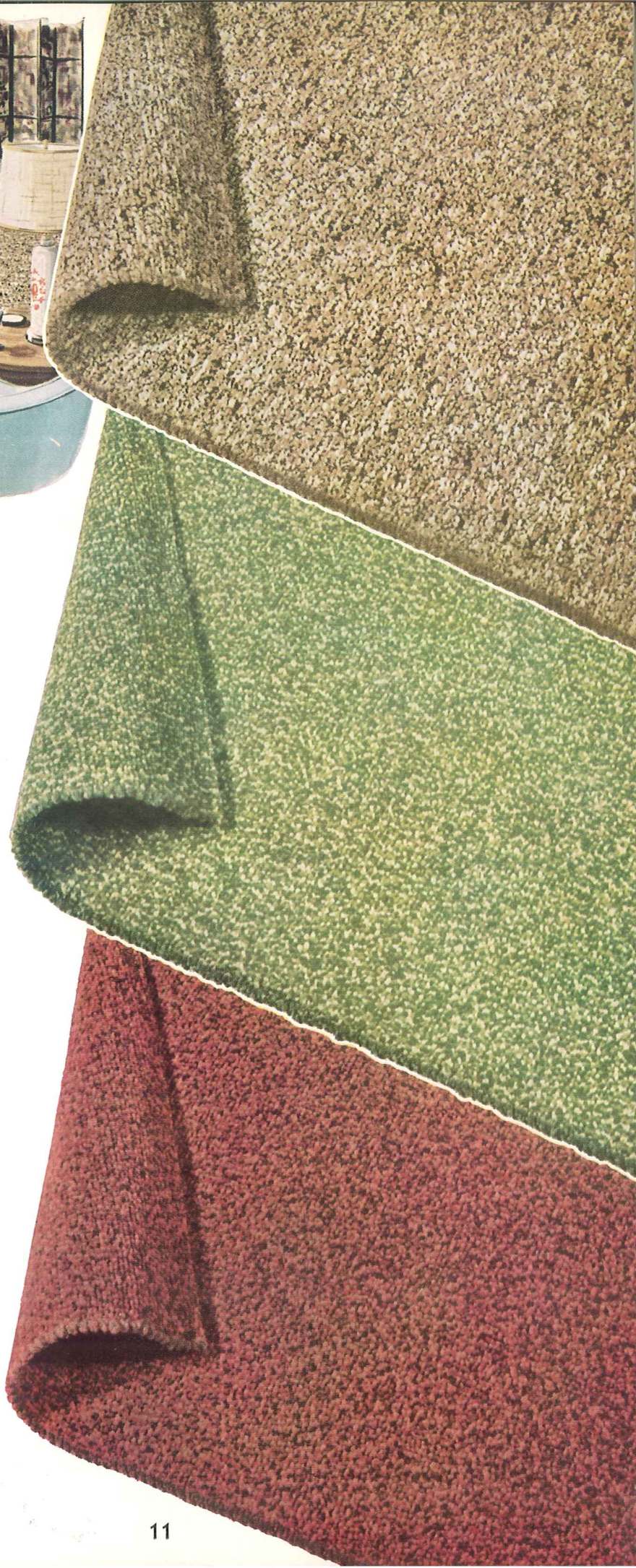
Number 44/4772

Newsworthy Fashion—Avocado. If your favorite color is green—our fashion-fresh Avocado will thrill you with its soft, easy-to-decorate-around yellow-green tones. Woven seamless and reversible the exclusive OLSON Loom-Woven process to make it feel as luxurious underfoot as it looks to the eye. And talk about long wear! Years from now when you would ordinarily buy a new rug, you'll just turn this lovely carpet over, and presto! a new-looking rug without the expense!

Number 44/2123

Casual Rancho Red. Modern living calls for a bright yet casual look—and our designers have come up with a beauty that the men in your family will love. We've blended four shades of red that make this deep-textured broadloom the perfect choice for family room, boy's rooms, dens. It's bright but rugged—double-loom-woven seamless and reversible—like all OLSON broadloom—to give you two rugs in one . . . at remarkable savings!

*Every Olson Rug, Carpet
is Permanently MOTH-PROOFED.*



Reversible!

Use Both Sides



Number 44/1955

For SIZES and PRICES, See Page 29, Column 2

EASY TERMS

If You Wish.

AS LITTLE AS

\$5 DOWN

SEE PAGE 30

Smart New Tweed—as Practical as it is Good-Looking

HERE is a distinctive, richly textured rug that will bring character and decorative taste to any room in your home. Its unusual beauty and richness results from the harmonious blend of four style-right colors. A practical Olson tweed like this hides footprints and shuns soil.

Only when you have actually seen this beautiful, seamless and reversible rug on your own floors will you realize how much character and quality it really has. If you want rich luxury and up-to-the-minute styling here it is at a truly remarkable Factory-to-You saving in money.

Proof that OLSON Reversible Rugs Last Twice as Long

The Pittsburgh Testing Laboratory, outstanding engineers and chemists for nearly sixty years, made these tests on a government type testing machine designed by U. S. Bureau of Standards at Washington. They chose two 9 x 12 ft. Olson Rugs about to be shipped to customers and compared them with two 9 x 12 ft. rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs.



"Wear Test" machine
designed by U. S.
Bureau of Standards.

Your Money Back...
IF You Do Not Agree
that "2 in One" Olson
Rugs, Carpets are
FINER Than Any You
Can Buy Today for
SO LITTLE MONEY!

Number 44/3101

Desert Beige

Fashionable New Tweed

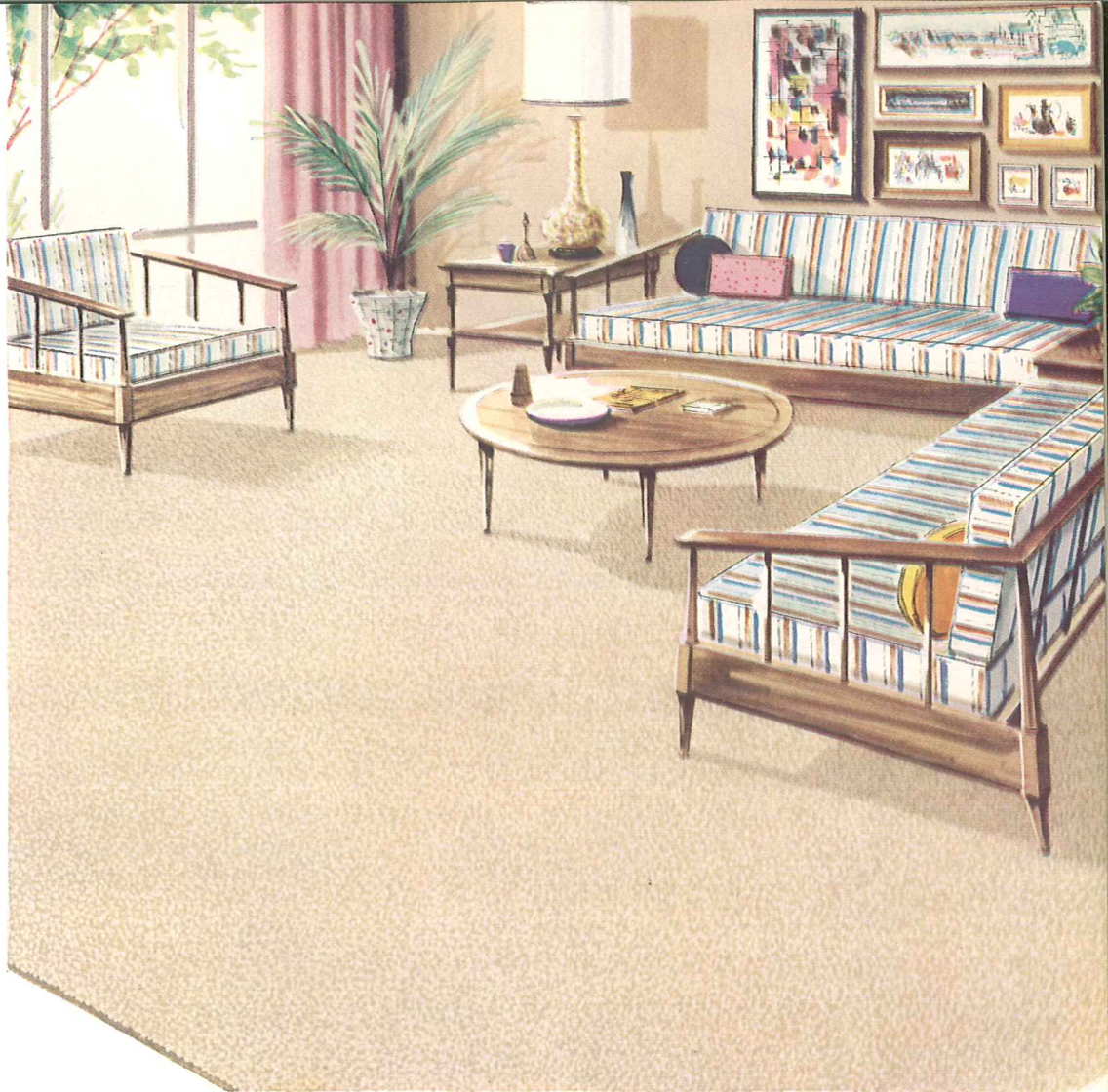
No wonder Desert Beige is all the rage. Goes with everything. This popular light tweed is created by three closely related light shades of lovely mellow Beige yarn, India Ivory and Off-White to give added life, texture interest, beauty. You will be delighted the way Desert Beige sets off your furnishings and adapts itself to endless decorating schemes.

This seamless "2 in 1" Olson Reversible Broadloom brings up-to-date charm to any room at factory-to-you savings. The same deep, luxurious pile on both sides for twice the wear and double the luxury. You risk nothing by a trial.

For SIZES and PRICES
See Page 29, Column 2

**2 RUGS
IN ONE**
Use Both Sides

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.



We Eliminate the Wasted Yardage Others Must Charge For!

Only Olson has Looms
in 15 Widths to Weave
Broadloom Rugs, Carpets
up to 18 feet Wide ^{Any} Length

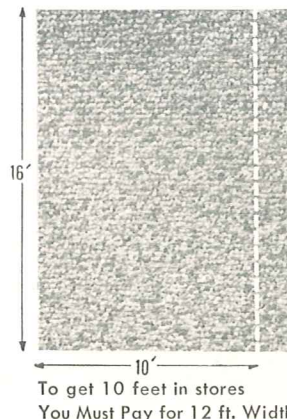
Without Waste
and Without
Seams

18 Feet Wide
16 Feet Wide
15 Feet Wide
14 Feet Wide
13 Feet Wide
12 Feet Wide
11 Feet Wide
10 Feet Wide
9 Feet Wide
8 Feet Wide
6 Feet Wide
4 Feet Wide
3 Feet Wide
30 Ins. Wide
27 Ins. Wide

Retail Stores
Have Only 3 Widths:
9, 12 and 15 feet—And
You Pay For Wasted Yardage.

Because we have looms in 15 different widths, to weave seamless rugs and carpets from 18 feet wide down to 27 inches wide, we eliminate all wasted yardage on hundreds of "Popular" Olson size rugs.

An Example
of How Olson Saves
You the Big Expense
of Wasted Yardage:



Suppose you want a rug 10 feet wide by 16 feet long. In retail stores, the 10 foot width must be cut down from a 12 foot width—and you pay for the waste-strip 2 feet wide by 16 feet long, which amounts to $3\frac{1}{2}$ square yards. When you order from Olson, you do not pay for this waste. 13

BROADLOOM:— Any Rug or Carpet Woven Without Seams on a Wide Loom

Lovely New Floral on Fashionable Cinnamon

Number 66/4961

THIS graceful, new, floral-pattern will bring up-to-date charm, color and luxury to any room at a wonderful saving in money. It is hard to imagine a richer background for other furnishings.

Here is thick, deep-textured broadloom that is WOVEN REVERSIBLE like all Olson Rugs, with the same charming pattern and the same deep pile on both sides to give double the wear and luxury.

Order this lovely rug for your living room, dining room or bedroom. You risk nothing.

For
SIZES, PRICES
See Page 29
Column 3

Woven ANY LENGTH in
All The Following WIDTHS:
3, 4, 6, 8, 9, 10, 11, 12
and 16 Feet.
Also 27 and 30 Inches



Charming Floral

Number 66/0964 ♦

THIS lovely, colorful, new floral pattern is charmingly set off by the soft warm field of Greige, so popular today. A rug that will bring up-to-date beauty and character to any room at small cost and be an ideal background for other furnishings.

A serviceable easy-care rug that will stand a lot of wear without showing soil or footmarks. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth.

Woven ANY LENGTH in
All The Following WIDTHS:
3, 4, 6, 8, 9, 10, 11, 12, 16 Feet.
Also 27 and 30 Inches



Woven Seamless up to 16 feet wide, Any Length. Same Lovely Pattern on Both Sides.



Number 66/3153

Oriental Loveliness

A rich Persian design that has much of the beauty and splendor of a priceless handmade Sarouk. A truly beautiful rug adapted from a Century-old masterpiece. The ground is a deep, rich Wine Red, for which Sarouks are famous. The soft colors carry out the delicacy of design characteristic of costly Orientals.

Where else can you get so much rare beauty and luxury for so little money? Every rug is woven seamless and Reversible. We Guarantee to please you.

2 Rugs in One.
The same rich,
deep-textured
pattern on
both sides.

Oriental Pattern Woven in All These Sizes:

SIZES	PRICE
30x54 inch.....	\$12.11
36x63 ".....	16.96
4x7 feet.....	30.14
6x9 ".....	58.14
8x10 feet.....	81.25
9x12 ".....	109.68
9x15 ".....	137.10
11x13 ".....	145.23
12x15 ".....	182.80

Stair Carpet, Runners

30 inches wide

Each Foot in Length...**\$2.69**

Order Now and SAVE.
Within a week this glorious
rug can be on your floors.



Your Home Will Sparkle With New Beauty... New Luxury

Exciting New Embossed Effects at Factor

Number 66/3421

Forest Beige. This lovely modern design is given a rich three dimensional textured effect by the use of four tones: Desert Sand, Beige, Taupe and Cocoa. A stunning neutral background for any color scheme. Woven Reversible with deep, rugged pile on both sides for double wear and luxury—this beauty is slow to soil, and hides footmarks.

Number 66/8642

Forest Green. Green is one of the important home furnishing colors today—and here is a lovely, modern three dimensional textured effect woven Reversible in four soft, beautiful shades of Green. No wonder this rug has won extravagant praise from decorators and customers. You'll love it. The second side costs you nothing extra.

Number 66/8643

Forest Gold. Like the sun for you, this is an expensive looking sional texture in shades of Lemlow and Gold. Olson Rugs and look is expensive—reversible—exact sides. Two rugs

Woven any Length in ALL THESE WIDTHS: 27 and 30 inches, 3, 4



TWICE the Pile... TWICE the Luxury... TWICE the Wear...



OLSON DOUBLE DEEP PILE



ORDINARY ONE-SIDED CARPET PILE

COMPARE Olson Double-Deep Reversible Pile with the usual thin pile of ordinary one-sided carpeting.

Try-to-You Savings

er 66/7326

Designed to capture in the year round, this looking three dimensional effect combining non Peel, Citron Yellow, and Denrod. But like all d Carpeting, only the sive. It's woven Rety the same on both s in one.

Number 66/5351

Sandalwood. From the Oriental Sandalwood tree comes the inspiration for this rich three dimensional textured effect Broadloom. The deep pile on both sides is a handsome blend of soft colors: Beige, Sandalwood, Deep Tan and Chocolate. The luxurious beauty of this Olson Rug gives no hint of its modest cost. Two rugs in one.

Dinah Shore Says...



*Bring the Outdoors in
with a Color Scheme
Inspired by Nature*

You can recreate your memories of the most beautiful view you've ever seen—whether it's the cool greens of Spring and Summer, or the warm reds, yellows, and flame of a colorful Autumn. Use cool accents and accessories for the warm color schemes, warm ones for the cool toned room.

4, 6, 8, 9, 10, 11, 12, 13, 14 and 16 Feet. **PRICES, SIZES** on Page 29, Column 3.

As Little As

\$5 DOWN

UP TO 24 MONTHS
To Pay

TWICE the Value in Every OLSON REVERSIBLE BROADLOOM

OLSON REVERSIBLE broadloom designs are original and exclusive. Our Design Department creates colors and patterns that are lovely and in the best of taste.



SATISFACTION GUARANTEED or your money back. A Triple Guarantee protects you—the famous guarantees of Olson and Good Housekeeping; and McCall's authentic Use-Test. You risk nothing.



Dinah
Shore
Says...



*The Charm of Early American
Creates a Gracious Home*

Decorate with Colonial charm, and you surround yourself with American history. Early American furniture, floor coverings and accessories for a cozy, informal setting that's warmly inviting to all.

ENJOY THE WARM GLOW OF COLONIAL AT ITS BEST ...in OLSON double deep pile reversible rugs and carpeting

Number 66/2991

THIS charming new Early American design has the rich, hand-loomed look of an heirloom—with all the modern-day practicality woven into every OLSON rug.

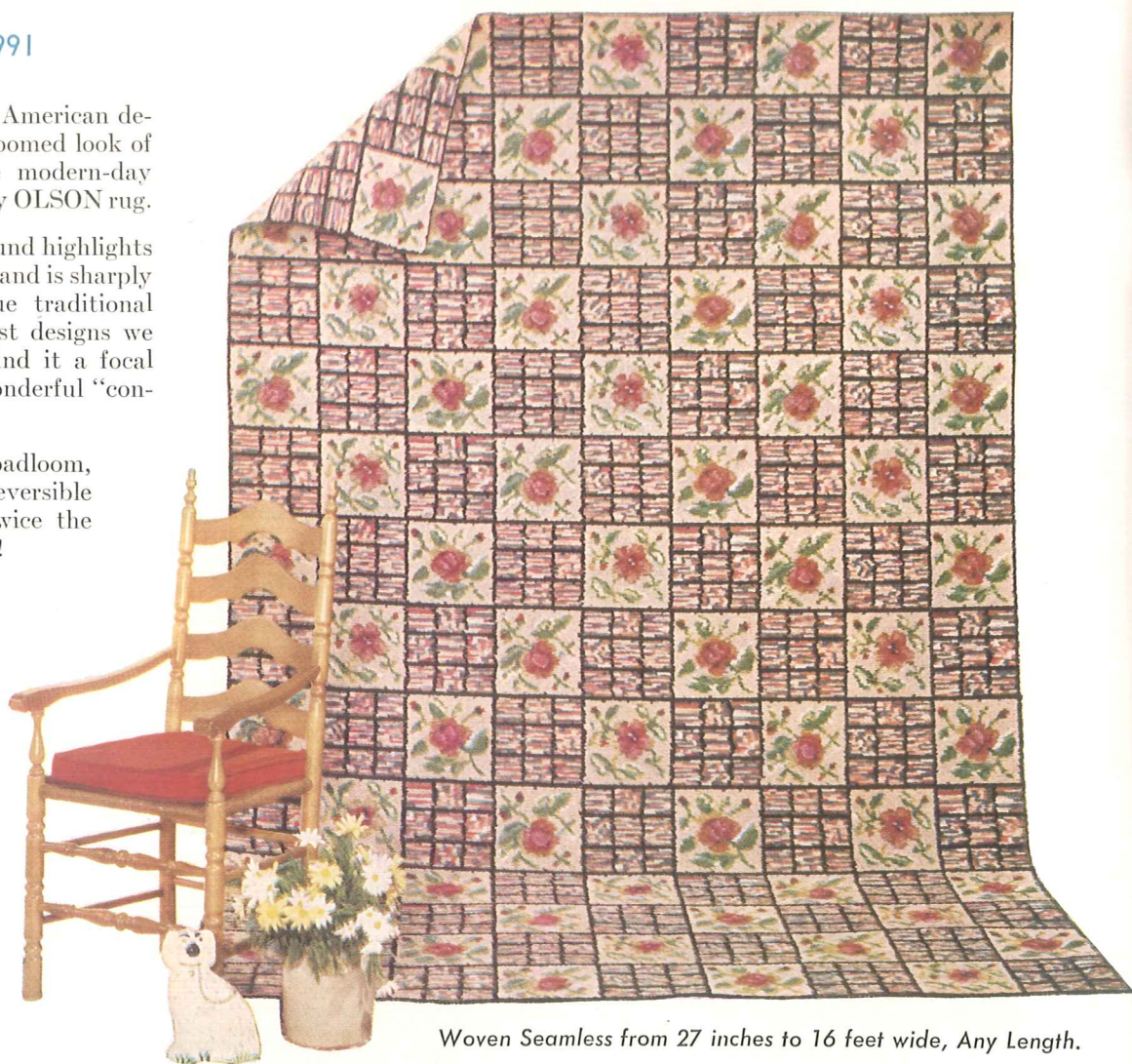
The lovely beige background highlights the floral colors of a garden, and is sharply accented by black, in true traditional fashion. One of the loveliest designs we have ever offered, you'll find it a focal point of any room and a wonderful "conversation piece."

Like all Olson quality broadloom, this is woven seamless and reversible for twice the wear . . . twice the beauty . . . twice the value!

For SIZES and PRICES
See Page 29, Column 3

**Highlight your Prized
Americana Heirlooms**

Show your individuality as a decorator by getting your bits of American history out of the attic into your living rooms. Aunt Hattie's old ladder-back chairs, that golden eagle mirror, the old pewterware belong where you can enjoy them.



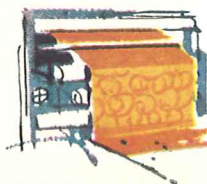
Woven Seamless from 27 inches to 16 feet wide, Any Length.

OLSON=The Look and Feel of Luxury—AT SAVINGS

EVEN INTRICATELY PATTERNED RUGS ARE WOVEN THE EXCLUSIVE OLSON WAY . . . WITH THE SAME DEEP PILE AND LOVELY PATTERN ON BOTH SIDES FOR EXTRA BEAUTY, EXTRA LONG WEAR.



MILLIONS OF AMERICAN HOMEMAKERS KNOW THAT OLSON MEANS FACTORY-TO-YOU SAVINGS UP TO 1/2 . . . AND THAT OLSON REVERSIBLE BROADLOOMS ARE REALLY TWO RUGS IN ONE.





Number 22/3031

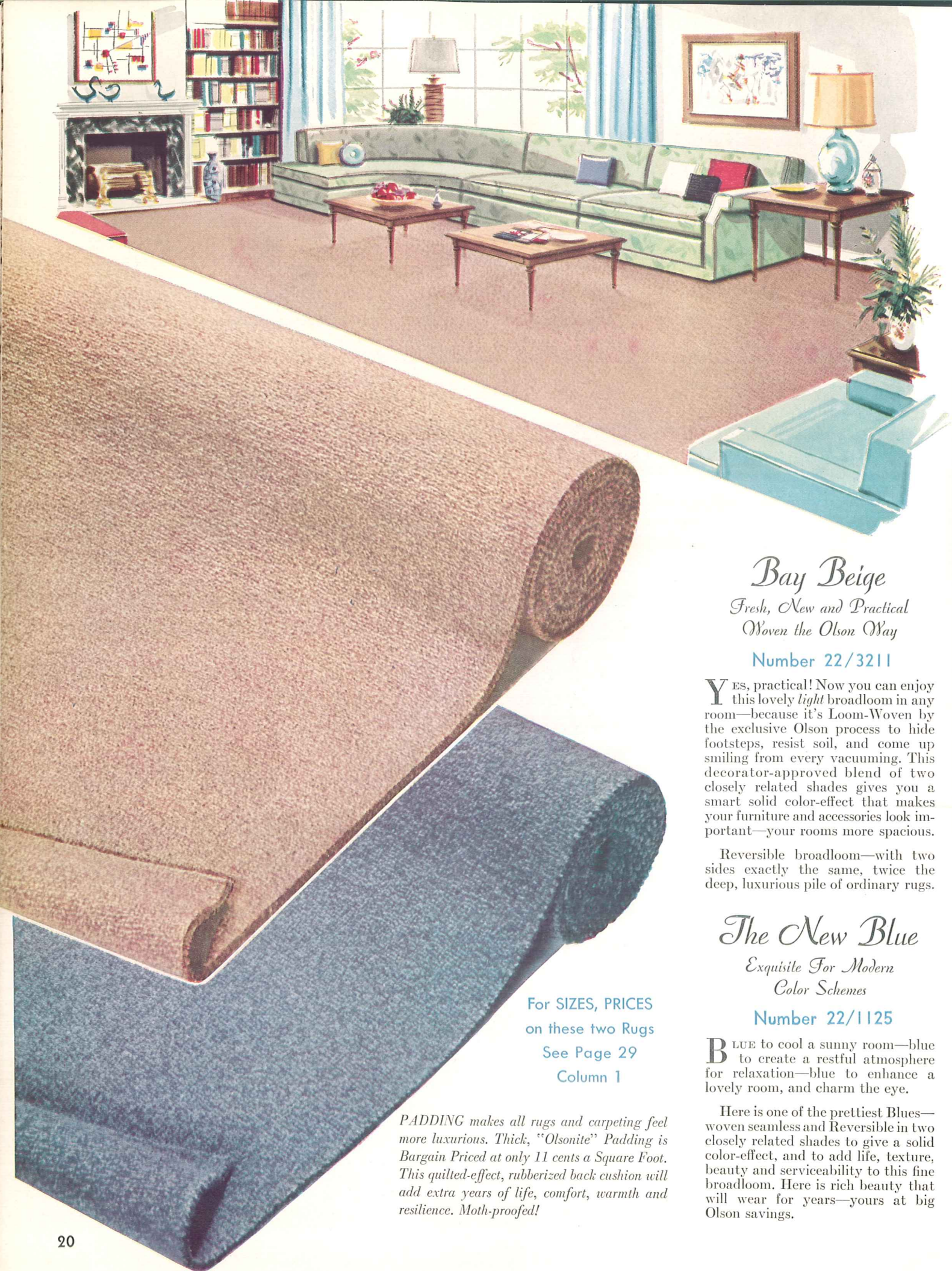
For SIZES and PRICES, See Page 29, Column 1

Butternut — Lovely, New, Fashionable

**2 RUGS
IN ONE**
Use Both Sides

A COMFORTABLE, beautiful room is so easy to achieve with our warm new Butternut broadloom—a deep, rich-textured blend of two closely related shades in the beige-brown color family. It creates an air of elegance with formal furnishings—and, because it won't show footmarks, and is slow to soil, its care-free beauty can be enjoyed in the informal home, as well. This loom-woven Reversible broadloom can take all the "living" an active family will give it—and come up new-looking for years.

And remember, OLSON REVERSIBLES have the same foot-pampering deep pile and lovely color on TWO SIDES—truly broadloom with TWO LIVES—at about half what you expected to pay!



Bay Beige

*Fresh, New and Practical
Woven the Olson Way*

Number 22/3211

YES, practical! Now you can enjoy this lovely *light* broadloom in any room—because it's Loom-Woven by the exclusive Olson process to hide footsteps, resist soil, and come up smiling from every vacuuming. This decorator-approved blend of two closely related shades gives you a smart solid color-effect that makes your furniture and accessories look important—your rooms more spacious.

Reversible broadloom—with two sides exactly the same, twice the deep, luxurious pile of ordinary rugs.

The New Blue

*Exquisite For Modern
Color Schemes*

Number 22/1125

BLUE to cool a sunny room—blue to create a restful atmosphere for relaxation—blue to enhance a lovely room, and charm the eye.

Here is one of the prettiest Blues—woven seamless and Reversible in two closely related shades to give a solid color-effect, and to add life, texture, beauty and serviceability to this fine broadloom. Here is rich beauty that will wear for years—yours at big Olson savings.

For SIZES, PRICES
on these two Rugs
See Page 29
Column 1

PADDING makes all rugs and carpeting feel more luxurious. Thick, "Olsonite" Padding is Bargain Priced at only 11 cents a Square Foot. This quilted-effect, rubberized back cushion will add extra years of life, comfort, warmth and resilience. Moth-proofed!



Number 22/5436 For SIZES and PRICES, See Page 29, Column 1

The Golden Touch in a Broadloom of Unsurpassed Beauty

Create a spacious effect with this Golden beauty that seems to push your walls away. Ideal for compact rooms—it's equally lovely in larger rooms, and adds sunny warmth to any room. Woven Seamless up to 18 feet wide by any length.

You'll love the practicality of this beautiful Olson Reversible Broadloom carpeting with the same bright, deep-textured pile on both sides for double wear and luxury. And you'll be amazed at how little this expensive-looking Broadloom actually costs. Where but from the Olson Factory can you get so much luxury at such big savings?

EASY TERMS

If You Wish.

AS LITTLE AS

\$5 DOWN

SEE PAGE 30

Number 22/8814

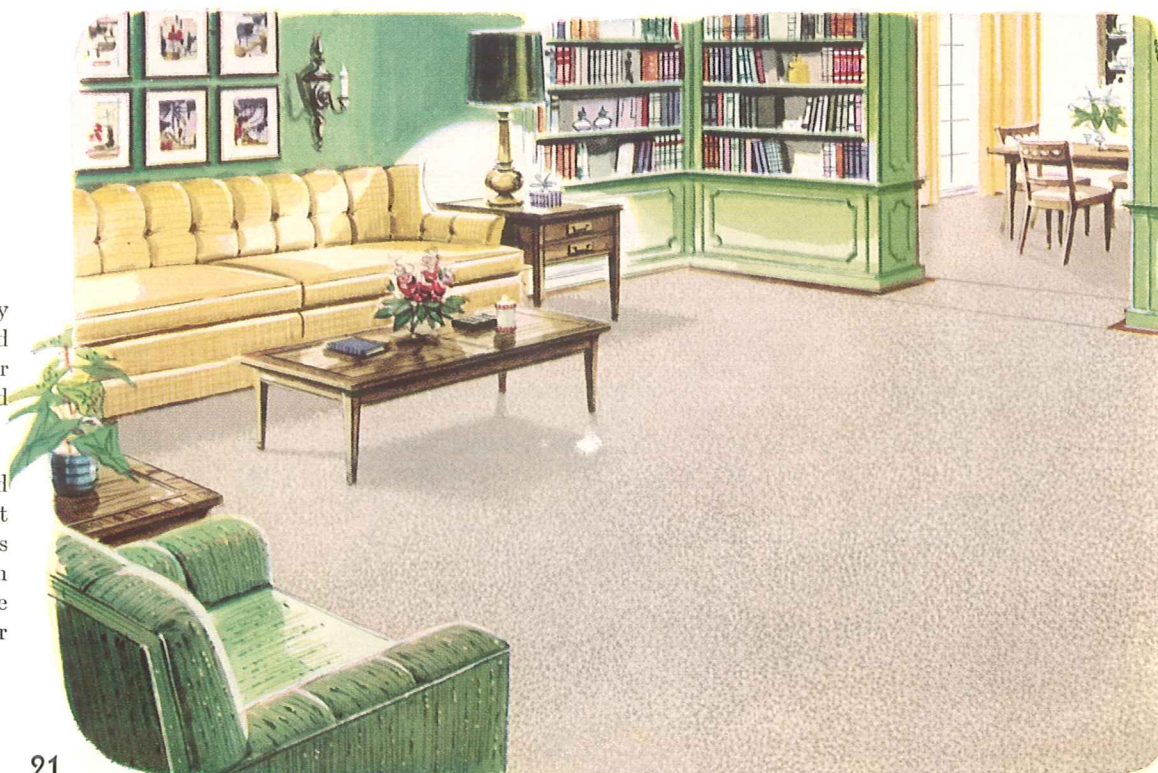
A Warm Gray

*A Great Favorite
and Always in Fashion*

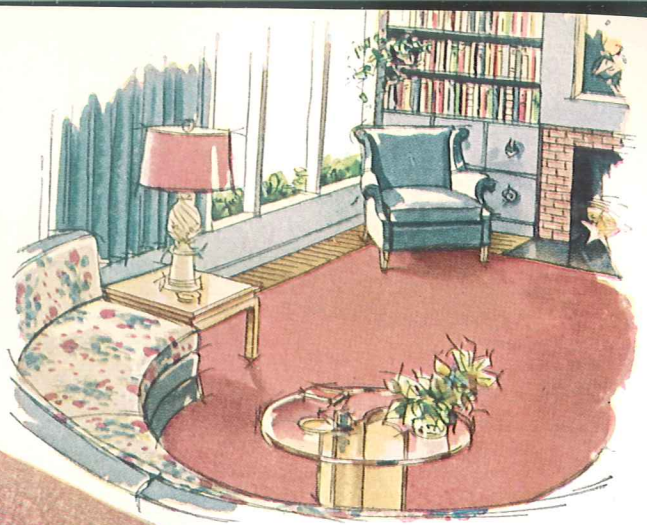
If you like vivid contrasts, gray is a wonderful background color, because almost any other color looks vibrant when used with Gray.

Here is a lovely new Gray blended of two closely related shades that give a solid color-effect to this beautiful broadloom. Loomwoven Seamless and Reversible to give you 2 rugs in 1—the most for your carpeting dollars.

For SIZES and PRICES
See Page 29, Column 1



Garden Colors...
for Your Home
in Olson Woven
Double-Deep Pile
Broadloom



A Pastel Rose *Charming For Any Room*

Number 22/2613

BRING garden freshness into your home with this fashionable new Rose color. Blended of two closely related shades of wood-tone rose, its lovely pastel color is an inviting background for traditional or contemporary furnishings.

So practical, too—because its Olson Broadloom—woven Seamless and Reversible—and made to wear and wear. You'll fall in love with the costly-looking twist weave textured effect that hides footprints.

Green *At Its Loveliest*

Number 22/4212

ONE of the most widely chosen colors is this practical, restful easy-to-live-with Green. It has depth and richness of tone—a luxuriousness underfoot that is very appealing. Two closely related shades give a solid color effect and add life, texture, beauty and serviceability.

It is easy to understand why the popularity of Olson Reversible Broadloom rugs becomes greater each year, for no lovelier background could possibly be found for rooms of every type and period.

Why not try this beautiful, Seamless, Reversible rug or wall-to-wall carpeting at our risk?

For SIZES, PRICES
on these two Rugs
See Page 29
Column 1



You pay nothing extra for the second side. It's like getting an extra rug free.



Number 66/0964 Oval

Column 3, below

Reversible

YOU MAY ORDER ROOM-SIZE OVAL RUGS

in Any Color, Tweed or Design on Any Page in
This Catalog—In the 9 Sizes Listed Below

*There is Great Charm in Large Oval Rugs.
Try Them in One or More Rooms in Your Home*

OVAL RUGS

FOR POUNDS OF OLD MATERIAL
REQUIRED, SEE PAGE 29.

OVAL SIZES	Column 1 Solid Color Effect	Column 2 Tweeds	Column 3 Patterns
	PRICE	PRICE	PRICE
30x45 inch.....	\$ 7.86	\$ 8.63	\$ 9.59
34x57 "	11.17	12.26	13.62
39x66 "	15.64	17.17	19.08
4½x7 feet.....	27.77	30.51	33.91
6½x9½ feet.....	53.59	58.86	65.41
8½x10½ "	74.71	82.29	91.39
9½x12½ "	101.11	111.09	123.39
10½x15½ "	140.46	154.34	171.39
12½x15½ "	168.52	185.17	205.65

Every Oval Reversible, Richly Fringed.

When ordering Oval Rugs, write the Catalog rug "Number" as shown on the page where the Color, Tweed or Design you want is illustrated. Give the Oval size you wish as shown here. After the Rug "Number" write the word "Oval."

**2 RUGS
IN ONE**
Use Both Sides

ROUND RUGS



You can order Round Rugs in the following 8 sizes and in any Color, Tweed or Design in this catalog. Write the word "Round" after the rug "Number."

FOR POUNDS OF OLD MATERIAL
REQUIRED, SEE PAGE 29.

SIZES	Column 1 Solid Color Effect	Column 2 Tweeds	Column 3 Patterns
	PRICE	PRICE	PRICE
3¼ feet..	\$ 8.93	\$ 9.81	\$ 10.89
4¼ " ..	15.89	17.46	19.43
6¼ " ..	35.73	39.24	43.59
8¼ " ..	59.89	65.83	73.11
9¼ " ..	75.83	83.32	92.54
10¼ " ..	93.59	102.87	114.24
11¼ " ..	113.25	124.43	138.19
12¼ " ..	134.82	148.14	164.52

Reversible, Richly Fringed

Reversible for Double Wear, Double Luxury.

Our Customers Are Our Best Advertisements!

We Invite You To Read Just A Few Of The "Love Letters" Received From Olson Customers

Did Far Better With Olson

... it certainly exceeded my expectations. I have been in a good many stores and I know I have done far better by getting an Olson (rug). This goes for my sister also ..."

Miss K.T.B., Harrisburg, Pa.

"Better Than When New"

"I ... have two teenagers that can really beat things up; and after 14 months of hard usage my rug, if anything, looks better than when it was new. Thank you for a fine product."

Mr. R.F.L., Wenonah, N.J.

"Can't Wear My Olson Rugs Out"

"I just can't wear my Olson Rugs out! After 10 years, five people in the family, and a great deal of walking traffic—my rugs are still almost as good as new ... In my book Olson has the most wearability on the market ..."

Mrs. G.W.G., Richmond, Va.

Finds Olson Wall-to-Wall Best

"... Before I ordered your rug, I shopped around but I couldn't get a wall-to-wall rug for less than \$350 ... As soon as I can afford another one for my dining room, I will order from you ..."

Mrs. G.G., Bobton, Pa.

Loves Olson Since A Little Girl

"I have known and loved Olson Rugs ever since I was a little girl; but the rugs and carpeting you are making today are lovelier than ever. There is a richness—a full bodied luxury about them."

Mrs. E.F.T., New York, N.Y.

Extraordinary Quality

"I ... am very pleased with my rugs. I am so glad I had them made by you. The quality is that of rugs far above the price I paid for them ..."

Mrs. C.A.P., Yakima, Wash.



"They Do Wear Like Iron"

"Our entire house in Woodsfield, Ohio was covered with Olson carpets, except one room. Our first orders were sent at least 60 years ago. I purchased 3 rugs 25 years ago, and just back from the cleaners, they look like new ... They do wear like iron, as the long-used stair carpet on a lengthy flight of stairs, trodden by 2 generations of active youngsters, attests ..."

Miss G.P., Cleveland Heights, Ohio

"None Equal for Wear"

"This is the third Olson Rug we have used. For durability and wear there is none equal."

Mrs. R.W.S., Grand Juntion, Colo.



Saved \$55 on More Beautiful Rug

"... We are proud of our rug and singing its praises to our friends and neighbors ... We figure we'd have to pay \$145 here for same (and couldn't ever buy a reversible rug here), and our cost was only \$90, so you see we saved \$55 and have a more beautiful, serviceable rug ..."

Mrs. E.J.M., Hagerstown, Md.

20 years ... Shows No Wear

"I am delighted with my new Heather Tweed Rug, and to my surprise it was delivered in one week after placing order ... I am proud to show it to my friends ... I have used one of your rugs in the living room for 20 years, and shows no wear."

Mrs. F.H.E., Jackson, Mich.

New Olson Rugs Even Thicker

"... The rugs I had before these were used hard 25 years, made by your company. The new ones seem much thicker; therefore, will wear (even) longer ..."

Mrs. C.A.L., Lemoyne, Pa.

"Smartest Move We Ever Made"

"... Buying our Olson Rug was the smartest move we ever made! Thank you for making a rug that is so value-packed for such a small price. We homemakers appreciate it greatly."

Mrs. R.S., Madison, Wis.

"Exceeded My Expectations"

"... It is a beautiful color ... heavy texture and looks expensive, far better than I could buy in any store for what it costs us. It certainly exceeded my expectations."

Mrs. E.A., Azusa, Calif.

Perfect Fitting Rug

"... The texture is perfect and so soft, and you made a perfect fit, which I appreciate beyond words ..."

Mr. & Mrs. S.B., Salisbury, Pa.

Astonished By Durability

"After 10 years of very, very hard service, the two Olson Rugs I have still won't wear out. I have two big playful dogs who certainly deal out punishment to floor coverings, and I am astonished at the way your rugs hold up."

Mrs. B.F.K., Oklahoma City, Okla.

DINAH SHORE shares with you simple Decorating Hints, and says: "HAVE FUN...IT'S YOUR HOUSE!"

IN THESE PAGES we try to help you decorate to *your* way of living. Planning a color scheme . . . achieving a "big room" look in a small space . . . are no problems when you have simple, basic guides such as you'll find here. And remember, you can break any decorating "rule" when you do it tastefully . . . so have fun—it's *your* house!

This book brings you all the new trends—the smart, up-to-the minute new colors and patterns—and more rug sizes than you will find anywhere else in the United States. All are designed to make your home a lovelier, friendlier, more comfortable place to live. We offer American women, at a wonderful saving, the kind of luxurious broadloom they would choose if price were no object.

Don't Be Afraid of COLOR

Color is an exciting tool. It's fun and easy to use. And, you know more about colors than you think—you use your knowledge every time you dress!

Color schemes fall into three categories: MONOCHROMATIC or "one-color" look—using varying shades and tints of one color (with one or two contrasting color accents). Thus, the Blue Room in the White House.



CONTRASTING colors are generally direct opposites; for instance, colors in the green and red families. In a contrasting color scheme, it is safer to have one of the colors dominate.

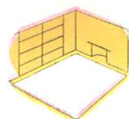
RELATED color schemes are based on colors which are "next door" to each other, but not of the same shade; for instance, pinks and browns, which are in the red and red-orange families.

Remember that pale colors seem to recede, to push the walls away—and thus make a room look larger. Bold, strong colors seem to advance, make a room seem smaller, cozier. Contrasting colors emphasize—are fine for architectural features, or accessories.

FLOORS Are Important

Your floors often set the style of your room. Color schemes frequently stem from your carpeting. The comfort of carpets creates a favorable impression.

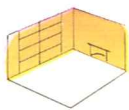
The rug is the keynote—the background of the entire room. Perhaps no other decorating item in a room can transform it so quickly, so completely, so inexpensively as the fresh beauty of luxurious, modern OLSON Reversible Broadloom rugs or carpeting. There are many ways to use today's beautiful carpeting.



ROOM-SIZE RUGS are easy to fit, easy to move. OLSON room-size rugs, for instance, can be purchased in so many widths that you can have *seamless* rugs to fit practically any room, in *any* length. A room-size OLSON Reversible has the great added advantage of *two sides exactly the same*. Turn it over and you have the same lovely color, the same foot-pampering deep pile—really two rugs in one! Room-size rugs may be ordered to suit your taste—to fit almost to the walls, or leaving as much floor showing as you wish—without costly installation.



AREA RUGS are those smaller rugs—square, oval, round or oblong—that define and set aside one living area from another in the same room. For instance, they may separate a living from a dining area—a foyer from a living room. Use them as accent rugs on top of your room carpeting.

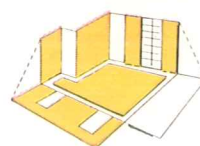


WALL-TO-WALL carpeting seems to enlarge a room. If your room is too small, or cut up, the unbroken sweep of color you get in wall-to-wall carpeting will make it look larger, less cluttered. Of course, a room-size rug that fits a few inches from the wall will give you a wall-to-wall effect, and has the added advantage of rolling up for dancing—and, an OLSON room-size rug is *reversible*, too!



Lovely Dinah Shore, one of America's best-loved entertainers, is also famous for her ability as a homemaker and charming hostess. She believes a home should reflect the personalities of the people who dwell in it.

BACKGROUNDS Should Complement Furnishings



Decorate *six* walls. Visualize the room you are decorating as a cube with four walls, a floor, and a ceiling as a background for furnishings.

If you have a bold, dominating design in your upholstery, rug or draperies, use plain colored walls.

PERSONALIZE Your Home with Gay ACCESSORIES

When and Where to Use Accessories. Pictures and ornaments on walls give warmth and personality to a room—make it truly yours. A big picture or a group can be the focal point in a room.

Keep the lamps tall enough to shed proper lighting, and leave enough table surface clear for plenty of room to lay down books, papers, sewing, etc.



An easy way to group pictures is to cut pieces of paper in the same sizes as your pictures.

"Hang" them on your walls with pins or masking tape, and move them around until you get the effect you want. Mark the corners lightly with pencil, and hang the pictures to fit the marked pattern. And, it's done!

If you're a "collector"—highlight those prized possessions.

Plants and flowers bring in friendliness.



Something green and growing, or a bouquet of flowers, can soften and enliven your rooms with nature's colors.

*Olson Reversible Rugs And Carpeting Are Decorator-Designed
in Colors And Patterns to Enhance Any Decorating Scheme*

About Your Old Carpets, Rugs, Clothing, etc.

The Pounds Of Your Materials Requested For Each Size Order Is Shown On Page 29

We Furnish All the NEW WOOL and Choice New Carpet Yarns Without Extra Charge

Send the required pounds in whatever kinds of materials you have — any colors — but please include as much Woolen Material as you can. Regardless of what you send . . .

WE GUARANTEE to send you the **FINEST, HEAVIEST RUGS** we have ever made in all our 88 years.

We are proud to show the fiber content of the carpet yarns in ALL Olson Reversible Rugs. The pile on both sides is "loom woven" from our superior blend of New Wool and Choice Rugged Carpet Yarns. No wonder Olson Rugs are famous for wear.

THE PILE ON BOTH SIDES IS:

- 65% NEW CARPET WOOL
- 15% NEW CARPET NYLON
- 10% NEW CARPET ACETATE
- 10% OTHER CARPET FIBERS

Other fibers reclaimed from customers' materials are used in the sturdy inner (center) construction.

Only Because We Sell at Factory-to-You Savings can we offer you such heavy, deep, luxurious Reversible Rugs for so little money.

Only from the Olson Factory can you get these Famous Reversible "2 in 1" Rugs. Complete Satisfaction as Guaranteed or Your Money Back.

Enjoy Your New Rugs Now— SEND MATERIAL LATER within 2 years

If you wish, we will Lend you our materials without charge and complete your order at once with our Choice Carpet Yarns.

Pay only the low prices on page 29.

It Does Not Matter Whether You Send . . .

- ★ ALL OLD CARPETS and RUGS, or . . .
- ★ ALL OLD CLOTHING, or . . .
- ★ SOME OF EACH — ANY COLORS

Wool Clothing and Other Wool Materials You May Send:

Sweaters	Suits	Blankets	Overcoats
Coats	Skirts	Dresses	Shirts

PLEASE INCLUDE AS MUCH WOOLEN MATERIAL AS POSSIBLE

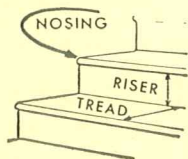
Only the Woolens are used in the face of the rug. The best of the cotton and other fibers are used separately to make the strong inner construction.

Any "Credit" for materials from former shipments will be honored for 3 years.

We Do Not Buy Old Materials

Stair Carpet . . . How to Measure

You can order stair carpet in any color or pattern shown in catalog. See price list on Page 29



For straight stairways, measure depth of tread including nosing; add together and multiply by number of steps, plus 9 inches. These extra inches should be tucked under the first riser so that from time to time the carpet can be shifted to distribute wear.



Quality Measures Up to Catalog

"My new rug fits perfectly!" The color is rich and the quality measures up to the standard that your catalog led me to anticipate. On all counts, I am happy I ordered an Olson."

—Mrs. G.L.P.,
New York City



"Exactly As Pictured in Catalog"

" . . . We ordered our first Olson Rug a year ago and it is still like new . . . the colors are exactly as pictured in your catalog. We like our rug very much."

—Mrs. R.N.H., Kokomo, Ind.

Advises Friends to Buy Olson Rugs

"I have a rug I bought here, but it isn't as heavy and woven as nice as my Olson. I've already recommended Olson Rugs to my friends. I'll be ordering another later."

—Mrs. H.C.S., Oskosh, Wis.

A Half Century User

"For over 50 years, I have used Olson Rugs and they have proved very satisfactory. My mother used them before I did."

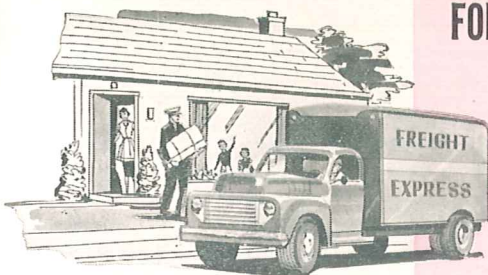
—Mrs. B.L.J., Los Angeles, Calif.

Praises Olson Quality

"I am as proud of my new rug as I am of the Olson Rugs I got from you in 1948. Despite hard wear, they are as pretty now as when I received them."

—Mrs. T.K.,
Palestine, Texas

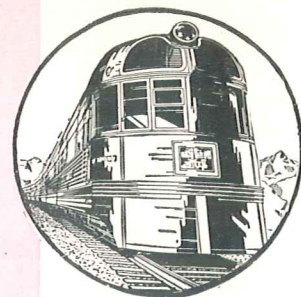
Now... or within 2 Years . IT'S EASY TO SHIP YOUR MATERIALS



FOLLOW THESE EASY SHIPPING INSTRUCTIONS

HERE'S ALL YOU DO:

- Fold all the old carpets, rugs and clothing just as they are (without wrapping)
- Tie securely with ordinary rope, cord or wire
- Attach our shipping tag
- Ship by Freight, Rail, Motor Truck or Express (see below)



If Material Weighs Over 45 lbs., SHIP BY FREIGHT (Rail or Truck)

- Phone any Railroad FREIGHT depot to call at your door for your materials
- Or, ship by a MOTOR FREIGHT company (see listing under "Motor Freight" or "Motor Trucking" in yellow pages of your phone book)

CAUTION: Save money by using only trucking companies that make delivery directly to Chicago, New York, Los Angeles or San Francisco. Do not use any company that does only local cartage, or whose trucks or vans are for local use only, or who trans-ship via other companies.

Be sure to tell the man your bundle is not "Household Goods", but that it's for "CONVERSION PURPOSES"

If There Is No Home Pick-up in Your Town, or if you live outside the city, take material to the Railroad depot, or the cross-country Motor Freight office.

Tell the agent your materials are for Conversion Purposes

Ship by EXPRESS if your material weighs 20 to 45 lbs.

Phone your Railway Express Agency to call at your door if you live in town. Use our Shipping Tag.

If Your Materials are Under 20 Lbs. . . .

WE'LL LEND YOU OUR MATERIALS WITHOUT EXTRA CHARGE. HOLD YOUR MATERIALS until you have accumulated enough for another rug order, at which time you can send it all at one time and save money.

WHERE TO SHIP

If You Live in One of These States or Cities

Ship material to us at CHICAGO

2800 N. Pulaski, Chicago, Ill.

Alabama	Michigan	Ohio
Arkansas	Minnesota	Oklahoma
Colorado	Mississippi	Pennsylvania
Florida	Missouri	(not Philadelphia)
Georgia	Montana	South Carolina
Illinois	Nebraska	South Dakota
Indiana	New Mexico	Tennessee
Iowa	New York State	Texas
Kansas	(not N.Y. City or Long Island)	Virginia
Kentucky	North Carolina	West Virginia
Louisiana	North Dakota	Wisconsin
Maryland	(not Baltimore)	Wyoming

If You Live in One of These States or Cities

Ship material to us at NEW YORK

c/o Bush Terminal, Brooklyn, N. Y.

Connecticut	Massachusetts	(Philadelphia)
(Baltimore)	New Hampshire	Rhode Island
Delaware	New York City	Vermont
Maine	& Long Island	Washington, DC
	New Jersey	

If You Live in One of These States or Cities

Ship material to us at SAN FRANCISCO

c/o Haslett Terminal, 650 Beach St.

Arizona	Idaho	Utah
Calif. (Northern)	Nevada	Washington
	Oregon	

If You Live in SOUTHERN CALIFORNIA

Ship material to us at LOS ANGELES

c/o Pacific Commercial Terminal
923 E. Third St.

3 EASY WAYS TO GET YOUR RUGS FAST

1. **ORDER NOW!** Mail your check for full payment with your order
2. **ORDER NOW!** Use Olson's Easy Payment Plan; mail your check for the down payment with your order
3. **ORDER NOW!** We'll bill you when your order is ready to ship

HOW TO SEND MONEY

- Mail your personal check
- Mail express money order
- Mail postal money order
- Mail bank draft

Important: DO NOT put payment in bundle of old material

We'll Ship Your Order the Fastest and Most Economical Way.

OLSON RUG COMPANY • Chicago, New York, San Francisco, Los Angeles

SIZES FOR EVERY ROOM

THE ADVANTAGES OF ORDERING FROM THESE

1. Most Popular Olson Sizes — America's Largest List

ONLY OLSON has Special Looms that weave Rugs, Carpets in these **15 WIDTHS.** →

**WITHOUT WASTE
WITHOUT SEAMS
ANY LENGTH**

Olson customers do not pay for wasted yardage others must pay for when buying **STORE RUGS, CARPETS**, which must all be **CUT** from only 3 widths: 9 feet, 12 feet, 15 feet.

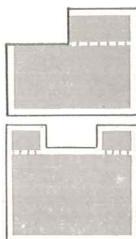
18 Feet Wide
16 Feet Wide
15 Feet Wide
14 Feet Wide
13 Feet Wide
12 Feet Wide
11 Feet Wide
10 Feet Wide
9 Feet Wide
8 Feet Wide
6 Feet Wide
4 Feet Wide
3 Feet Wide
30 Ins. Wide
27 Ins. Wide

No Matter What Your Rooms Measure, you can order a Reversible Rug in one of our 138 "Popular Sizes" that will look proper in any room and need never be more than 6 inches (usually less) from the walls, thus giving you the "look" of wall-to-wall without the laying expense.

You can save money and your rugs can be on their way to your home in less than a week.

It Will Be Interesting to lay a string or clothes-line on the floor and see what size you like best in your room.

2. Suggestion. In rooms with fireplaces, floor registers, offsets, window nooks, etc., a large rug may be used to cover the greater portion of the floor, with smaller rugs for the side or end spaces. In this way, you get full benefit of *Reversible Rugs* that may be turned **FOUR** ways to distribute the wear.



WHY Most Olson Customers Prefer RUGS That Are Reversible Instead of Permanently Installed, Tacked Down Wall-to-Wall Carpet

★ One of the beautiful things about Olson Reversible **RUGS** is that the wear can be reduced in traffic areas by turning the **RUG** around—and then, years later, the **RUG** may be turned over—and after more years it may again be turned around, thus increasing the life of the rug many times over a wall-to-wall carpet.

★ Permanently installed **WALL-TO-WALL** Carpeting requires that you order carpet an extra 2 to 4 inches in width and 2 to 4 inches in length for turn under at the walls and to go thru doorways. In a room 12 x 18 ft. you must order a 13 x 19 ft. carpet for wall-to-wall installed; and this amounts to 31 extra sq. ft. (3½ sq. yds.) extra carpeting.

★ The Cost of having wall-to-wall carpeting installed (cut, stretched and tacked down over padding) by a carpet layer is more than most people realize.

Satisfaction as Guaranteed or Your Money Back

3. Special Sizes Give Actual Size of CARPET Wanted

Please remember that all rugs woven with Wool breathe—and a slight variation in size of 1% (an inch or so) may occur due to atmospheric conditions.

Special Widths or Lengths take the price of the next larger "Popular" Width or "Popular" Length and require about a week longer than regular sizes.

Examples: If you wish to order:

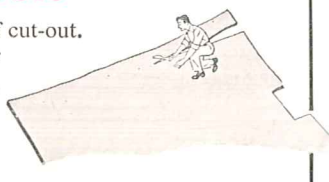
Size 10 ft. **5 in.** x 15 ft.—Same price as 11 x 15 ft.

Size 10 ft. x 15 ft. **8 in.**—Same price as 10 x 16 ft.

Size 10 ft. **3 in.** x 15 ft. **7 in.**—Same price as 11 x 16 ft.

4. Simple Cut-Outs—Send Sketch

Give dimensions and location of cut-out. We will make any Olson Rug or Carpet to fit around a fireplace, chimney, jog, bay window, etc., for only 75 cents per foot of cutting and finishing.



\$3 Minimum charge for Cut-Outs Under 4 feet

PADDING FOR STAIRS to cover tread and nosing are available for 27, 30, 36 inch, and 4 ft. widths of stair carpet.

27 in. width...25c each

36 in. width...33c each

30 in. width...28c each

4 ft. width...44c each

5. Wall-to-Wall (Tacked Down)

If you want your carpeting **INSTALLED** (tacked down), just measure the width and the length of room including doorways and select the next "Popular Size" that will cover your dimensions. A "Carpet Layer" can cut and fit your carpet in your home for \$1.25 to \$1.50 a square yard. **Write on your Order**

"to be Installed Wall-to-Wall, tacked down."

Order Olsonite Padding to go under wall-to-wall tacked-down carpeting for a de-luxe installation.

After Many Years, your Olson Reversible Carpet can be used on the other side, or cut down and the new reverse side used in other rooms.

Money-Saving Factory-to-You PRICES

ORDER FROM THESE HUNDREDS OF POPULAR OLSON SIZES -- OR ANY OTHER SIZES YOU WANT

SIZES	Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
27 x 42 in....	\$ 6.99	\$ 7.67	\$ 8.53
30 x 54 in....	9.93	10.90	12.11
36 x 63 in....	13.90	15.26	16.96
4 x 4 ft....	\$ 14.13	\$ 15.52	\$ 17.25
4 x 5 ft....	17.63	19.36	21.51
4 x 6 ft....	21.20	25.95	25.87
4 x 7 ft....	24.69	27.12	30.14
6 x 6 ft....	\$ 31.76	\$ 34.88	\$ 38.76
6 x 7 ft....	37.08	40.72	45.25
6 x 8 ft....	42.32	46.48	51.65
6 x 9 ft....	47.64	52.32	58.14
6 x 10 ft....	52.96	58.16	64.63
6 x 11 ft....	58.20	63.92	71.03
6 x 12 ft....	63.52	69.76	77.52
6 x 13 ft....	68.84	75.60	84.01
6 x 14 ft....	74.08	81.36	90.41
6 x 15 ft....	79.40	87.20	96.90
Each extra foot..	\$ 5.29	\$ 5.81	\$ 6.46
8 x 8 ft....	\$ 53.25	\$ 58.52	\$ 64.99
8 x 9 ft....	59.92	65.84	73.12
8 x 10 ft....	66.59	73.16	81.25
8 x 11 ft....	73.25	80.49	89.39
8 x 12 ft....	79.92	87.81	97.52
8 x 13 ft....	86.58	95.14	105.66
8 x 14 ft....	93.18	102.38	113.70
8 x 15 ft....	99.84	109.71	121.84
8 x 16 ft....	106.51	117.03	129.97
8 x 17 ft....	113.17	124.36	138.11
8 x 18 ft....	119.84	131.68	146.24
8 x 19 ft....	126.51	139.00	154.37
8 x 20 ft....	133.17	146.33	162.51
Each extra foot..	\$ 6.67	\$ 7.32	\$ 8.12
9 x 9 ft....	\$ 67.41	\$ 74.07	\$ 82.26
9 x 10 ft....	74.90	82.30	91.40
9 x 11 ft....	82.39	90.53	100.54
9 x 12 ft....	89.88	98.76	109.68
9 x 13 ft....	97.37	106.99	118.82
9 x 14 ft....	104.86	115.22	127.96
9 x 15 ft....	112.35	123.45	137.10
9 x 16 ft....	119.84	131.68	146.24
9 x 17 ft....	127.33	139.91	155.38
9 x 18 ft....	134.82	148.14	164.52
9 x 19 ft....	142.31	156.37	173.66
9 x 20 ft....	149.80	164.60	182.80
9 x 21 ft....	157.29	172.83	191.94
9 x 22 ft....	164.78	181.06	201.08
9 x 23 ft....	172.27	189.29	210.22
9 x 24 ft....	179.76	197.52	219.36
Each extra foot..	\$ 7.49	\$ 8.23	\$ 9.14

SIZES	Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
10 x 10 ft....	\$ 83.21	\$ 91.44	\$101.55
10 x 11 ft....	91.53	100.57	111.69
10 x 12 ft....	99.84	109.71	121.84
10 x 13 ft....	108.16	118.84	131.98
10 x 14 ft....	116.54	128.06	142.22
10 x 15 ft....	124.86	137.19	152.36
10 x 16 ft....	133.17	146.33	162.51
10 x 17 ft....	141.49	155.46	172.65
10 x 18 ft....	149.80	164.60	182.80
10 x 19 ft....	158.11	173.74	192.95
10 x 20 ft....	166.43	182.87	203.09
10 x 21 ft....	174.74	192.01	213.24
10 x 22 ft....	183.06	201.14	223.38
10 x 23 ft....	191.37	210.28	233.53
10 x 24 ft....	199.76	219.49	243.76
10 x 25 ft....	208.07	228.63	253.91
Each extra foot..	\$ 8.32	\$ 9.14	\$ 10.16
11 x 11 ft....	\$100.67	\$110.61	\$122.84
11 x 12 ft....	109.88	120.73	134.08
11 x 13 ft....	119.02	130.77	145.23
11 x 14 ft....	128.15	140.82	156.39
11 x 15 ft....	137.29	150.86	167.54
11 x 16 ft....	146.50	160.98	178.78
11 x 17 ft....	155.64	171.02	189.93
11 x 18 ft....	164.78	181.06	201.08
11 x 19 ft....	173.92	191.11	212.23
11 x 20 ft....	183.06	201.14	223.38
11 x 21 ft....	192.27	211.26	234.62
11 x 22 ft....	201.41	221.30	245.77
11 x 23 ft....	210.54	231.35	256.93
11 x 24 ft....	219.68	241.39	268.08
11 x 25 ft....	228.89	251.51	279.32
11 x 26 ft....	238.03	261.55	290.47
Each extra foot..	\$ 9.15	\$ 10.06	\$ 11.17
12 x 12 ft....	\$119.84	\$131.68	\$146.24
12 x 13 ft....	129.80	142.63	158.40
12 x 14 ft....	139.84	153.65	170.64
12 x 15 ft....	149.80	164.60	182.80
12 x 16 ft....	159.76	175.55	194.96
12 x 17 ft....	169.80	186.57	207.20
12 x 18 ft....	179.76	197.52	219.36
12 x 19 ft....	189.72	208.47	231.52
12 x 20 ft....	199.76	219.49	243.76
12 x 21 ft....	209.72	230.44	255.92
12 x 22 ft....	219.68	241.39	268.08
12 x 23 ft....	229.72	252.41	280.32
12 x 24 ft....	239.68	263.36	292.48
12 x 25 ft....	249.64	274.31	304.64
12 x 26 ft....	259.68	285.33	316.88
Each extra foot..	\$ 9.99	\$ 10.97	\$ 12.19

SIZES	Column 1 Solid Color Effect PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
13 x 13 ft....	\$144.79	\$159.25	\$176.27
13 x 14 ft....	155.90	171.47	190.27
13 x 15 ft....	167.08	183.76	203.91
13 x 16 ft....	178.18	195.97	217.47
13 x 17 ft....	189.36	208.27	231.11
13 x 18 ft....	200.46	220.48	244.66
13 x 19 ft....	211.56	232.69	258.21
13 x 20 ft....	222.74	244.99	271.85
13 x 21 ft....	233.84	257.20	285.41
13 x 22 ft....	245.02	269.49	299.05
13 x 23 ft....	256.13	281.71	312.60
13 x 24 ft....	267.31	294.00	326.24
13 x 25 ft....	278.41	306.21	339.80
13 x 26 ft....	289.59	318.51	353.44
Each extra foot..	\$ 11.14	\$ 12.25	\$ 13.59
14 x 14 ft....	\$167.92	\$184.69	\$204.95
14 x 15 ft....	179.87	197.84	219.54
14 x 16 ft....	191.90	211.07	234.21
14 x 17 ft....	203.85	224.21	248.80
14 x 18 ft....	215.88	237.44	263.48
14 x 19 ft....	227.91	250.67	278.16
14 x 20 ft....	239.86	263.81	292.75
14 x 21 ft....	251.89	277.04	307.42
14 x 22 ft....	263.84	290.19	322.01
14 x 23 ft....	275.86	303.41	336.69
14 x 24 ft....	287.81	316.56	351.28
14 x 25 ft....	299.84	329.79	365.95
Each extra foot..	\$ 11.99	\$ 13.19	\$ 14.64
15 x 15 ft....	\$192.75	\$212.00	\$232.64
15 x 16 ft....	205.63	226.16	248.24
15 x 17 ft....	218.42	240.24	264.24
15 x 18 ft....	231.30	254.40	280.24
15 x 19 ft....	244.18	268.56	296.24
15 x 20 ft....	256.97	282.64	312.24
15 x 21 ft....	269.85	296.80	328.24
15 x 22 ft....	282.73	310.96	344.24
15 x 23 ft....	295.52	325.04	360.24
15 x 24 ft....	308.40	339.20	376.24
Each extra foot..	\$ 12.85	\$ 14.13	\$ 15.41
16 x 16 ft....	\$219.27	\$241.17	\$267.62
16 x 17 ft....	233.00	256.27	284.37
16 x 18 ft....	246.72	271.36	301.12
16 x 19 ft....	260.44	286.45	317.87
16 x 20 ft....	274.17	301.65	334.62
Each extra foot..	\$ 13.71	\$ 15.08	\$ 16.73
18 x 18 ft....	\$277.56	\$305.28	\$339.20
18 x 20 ft....	308.40	339.20	373.12
18 x 22 ft....	339.24	373.12	407.04
18 x 24 ft....	370.08	407.04	440.96
Each extra foot..	\$ 15.42	\$ 16.96	\$ 18.50

It's easy to
figure the
POUNDS OF
MATERIAL
YOU
FURNISH

AMOUNT OF ORDER YOU FURNISH

Under \$15.....	3 pounds
\$15 to \$25.....	6 "
\$25 to \$50.....	10 "
\$50 to \$75.....	15 "
\$75 to \$100.....	20 pounds
\$100 to \$125.....	25 "
\$125 to \$150.....	30 "
\$150 to \$175.....	35 "
\$175 to \$200.....	40 "
\$200 to \$225.....	45 pounds
\$225 to \$250.....	50 "
\$250 to \$275.....	55 "
\$275 to \$300.....	60 "
Over \$300.....	5 " for each additional \$25

Send by Parcel Post
or Hold Material
until you order again

Send by Express
(20 to 45 lbs.)

Send by Freight
(Rail or Truck)
(over 45 lbs.)

Include as much WOOLEN MATERIALS as possible.

HALL & STAIR CARPET

In These WIDTHS, ANY LENGTH

(for Each FOOT in LENGTH)

Column 1 Solid Color Effect WIDTHS PRICES	Column 2 Tweeds PRICES	Column 3 Patterns PRICES
27 inch....	\$1.99	\$2.18
30 inch....	2.21	2.42
36 inch....	2.65	2.91
4 feet....	3.55	3.88

In-Between Widths Take Price
Of Next Wider Width.

Enjoy Your OLSON Rugs NOW—When You Want Them!

“CHARGE IT!”...on OLSON EASY TERMS

THE CONVENIENT TABLES BELOW ARE ARRANGED TO SHOW EXACTLY:

★ Your **BALANCE** due **AFTER** deducting Your Down Payment.

★ Your **SMALL CREDIT CHARGE**.

★ Your **MONTHLY PAYMENTS**, to begin 1 month after rugs are shipped to you.

★ The number of **MONTHS TO PAY**

ORDERS of \$50 to \$300

\$5 DOWN

Up To 16 MONTHS To Pay

or More if You Wish

Balance AFTER DOWN Payment	Our Monthly Charge for Credit is Only:	TOTAL You Pay Monthly <small>Includes Credit Charge</small>	Months to Pay
45.01 to 50.00	55 cents a month	\$5.00	10 to 11
50.01 to 55.00	62 cents a month	6.00	10 to 11
55.01 to 60.00	64 cents a month	6.00	11 to 12
60.01 to 65.00	69 cents a month	7.00	10 to 11
65.01 to 70.00	73 cents a month	7.00	11 to 12
70.01 to 75.00	86 cents a month	8.00	10 to 11
75.01 to 80.00	89 cents a month	8.00	11 to 12
80.01 to 85.00	96 cents a month	8.50	11 to 12
85.01 to 90.00	\$1.05 a month	9.00	11 to 12
90.01 to 95.00	\$1.09 a month	9.00	12
95.01 to 100.00	\$1.15 a month	9.00	12 to 13
100.01 to 110.00	\$1.22 a month	10.00	12 to 13
110.01 to 120.00	\$1.29 a month	10.00	12 to 13
120.01 to 130.00	\$1.31 a month	11.00	13 to 14
130.01 to 140.00	\$1.39 a month	11.00	14 to 15
140.01 to 150.00	\$1.43 a month	12.00	14 to 15
150.01 to 160.00	\$1.47 a month	13.00	14
160.01 to 170.00	\$1.52 a month	13.00	14 to 15
170.01 to 180.00	\$1.58 a month	14.00	14 to 15
180.01 to 190.00	\$1.65 a month	14.00	15 to 16
190.01 to 200.00	\$1.72 a month	15.00	15 to 16
200.01 to 210.00	\$2.12 a month	15.00	16
210.01 to 220.00	\$2.25 a month	16.00	16
220.01 to 230.00	\$2.37 a month	17.00	16
230.01 to 240.00	\$2.45 a month	17.50	16
240.01 to 250.00	\$2.56 a month	18.50	16
250.01 to 260.00	\$2.65 a month	19.00	16
260.01 to 270.00	\$2.78 a month	20.00	16
270.01 to 280.00	\$2.88 a month	20.50	16
280.01 to 290.00	\$2.95 a month	21.50	16
290.01 to 300.00	\$3.05 a month	22.00	16

It's Easy to Order on Olson Easy Terms.

Write your order on the Order Blank provided with this Catalog. Then, fill in the simple Credit Application which is on the back of this order blank.

You May Send a Larger Down Payment if you wish, and thus reduce your credit charge.

You May Make Larger Monthly Payments in Fewer Months. When you order, just tell us how much more you wish to send each month. Your credit charge will be reduced accordingly.

ORDERS OVER \$300

\$10 DOWN

With a Full 24 MONTHS To Pay

or More if You Wish

BALANCE AFTER DOWN Payment	Our Monthly Charge for 24 MONTHS Credit is Only:	TOTAL You Pay Monthly <small>Includes Credit Charge</small>
300.01 to 320.00	\$2.13 a month	\$15.00
320.01 to 340.00	\$2.27 a month	16.00
340.01 to 360.00	\$2.40 a month	17.00
360.01 to 380.00	\$2.55 a month	18.00
380.01 to 400.00	\$2.66 a month	19.00
400.01 to 420.00	\$2.70 a month	20.00
420.01 to 440.00	\$2.95 a month	21.00
440.01 to 460.00	\$3.08 a month	22.00
460.01 to 480.00	\$3.22 a month	23.00
480.01 to 500.00	\$3.34 a month	24.00

Write for Special Terms on Orders Over \$500.00.

Cash Orders. If you prefer to pay in full, please do so with complete confidence. The 88 year Olson Guarantee of Complete Satisfaction or Your Money Back covers every purchase.

If You Decide to Order on Easy Terms
Fill in the Credit Application on
the Order Blank in this Catalog

NATION'S LEADING MAGAZINES

Stand Back of the Olson Guarantee

You Do Not Risk One Penny

We print here only a few of the many national Magazines in which we advertise Olson Rugs



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.

McCALL'S

"McCall's will not knowingly insert advertisements from other than reliable firms."

"BETTER HOMES AND GARDENS

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

"PARENT'S MAGAZINE . . .

... conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products made by responsible manufacturers . . ."

"SUCCESSFUL FARMING

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

FARM JOURNAL

FAIR PLAY: We believe that all the advertisements in this magazine are trustworthy."

LADIES HOME JOURNAL

"... don't overlook the possibility of reused materials in rugs and carpets. Color is the glamorous touch, and customers can turn in worn rugs, clothing to be reclaimed, and ... obtain reversible broadloom rugs ... in practically any shade."

USE-TESTED® by/McCall's

IN McCALL'S TEST ROOMS we test new appliances and furnishings for the qualities and features you will find important when you use them in your own home. That's why, after we have tested a product and like it, we believe you will like it too.

OLSON Reversible RUGS and CARPETS

*Customers' Merged materials go toward
fine new rugs or carpets.*

We found the re-used fibers from old materials do not in any way "show" or detract from the new appearance and excellent wearability of these rugs. This economy of blending used materials with new rug wool is a wise one. We liked the wide range of clear bright colors, the excellent choice of sizes and widths.

We gave these rugs the equivalent of many years of rough, tough wear. We exposed them to strong sunlight and to thorough microscopic examination. We subjected them to heavy traffic and regular vacuuming. Our conclusion: really serviceable family rugs that stay good looking.

To turn the rug over and find a new face is particularly appealing and adds to the useful life of the rug.

FEATURES WE ESPECIALLY LIKE:

TWO-IN-ONE CONSTRUCTION — completely reversible, when one side is worn just turn the rug over.

LONG WEARING — a truly serviceable, family-type rug.

ECONOMICAL — discarded materials pay off.

EXCELLENT COLORFASTNESS — completely resistant to sun-fading.

WOVEN IN 15 WIDTHS — no wasted yardage.

WIDE RANGE OF COLORS AND STYLES — choose from solids, tweeds, patterns.

"we used it and we like it!"

NO MATTER WHERE YOU LIVE

We Guarantee to Save You Money on Your Carpets and Rugs

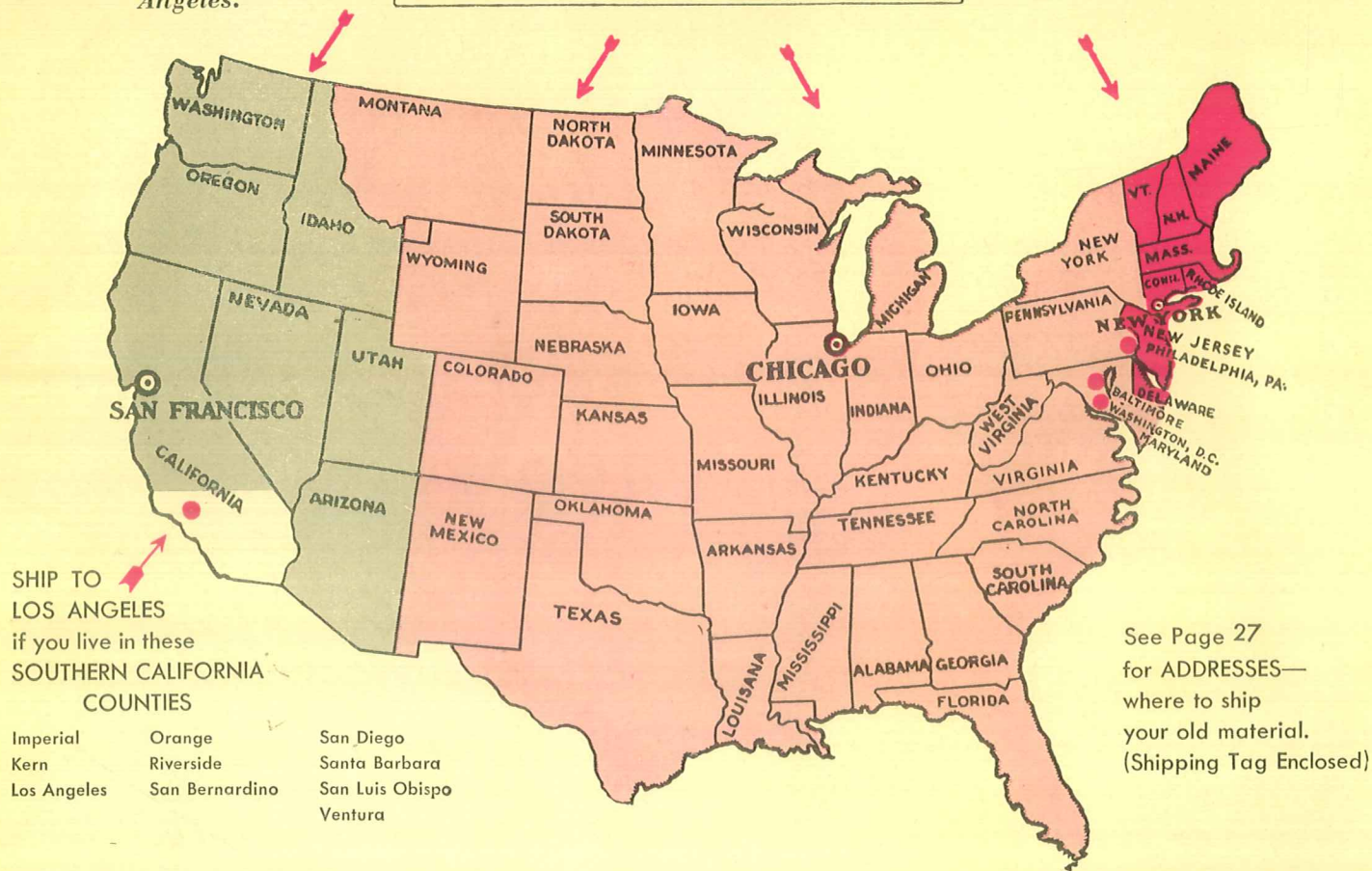
SHIP TO SAN FRANCISCO

if you live in Grey shaded states. If you live in Southern California, ship to Los Angeles.

SHIP to CHICAGO, if you live in any state shown in pink. Your material will reach us in 2 to 5 days.

SHIP TO NEW YORK

if you live in states shown in Red, or in Philadelphia, Baltimore or Washington, D. C.



Every Day We Get Letters Like These From Customers



"... I am more than a satisfied customer; this rug for my living room is far beyond my expectations. For over 25 years we have been using Olson rugs, large and small. This is the third large one, and the prettiest of all. There is no doubt about it, your rugs have attained over the years a continual high standard of quality and design and I continue to recommend them to my friends."

Mrs. W. I. S., Durham, N.C.

"... Olson Rugs are wonderful from every standpoint. I have used them for years and have 'sold' their advantages to many, many of my friends and relatives."

Mrs. C. C. H., Elizabethton, Tenn.

"... I'm so happy I bought an Olson Rug. I'm a piano teacher and have many, many pupils and parents at lessons, recitals, musicals, and my Olson Rug can certainly take it. I'm telling everyone about it. We're adding a library and record room and I'll have Olson Carpet here too."

Mrs. C. J. B., Miami, Florida



"... We had over 100 people at our 'open house' and you should have heard all the nice compliments we received on our beautiful color scheme and good taste. An older lady said, 'Do you mean to say those are Olson Rugs?' She said, 'My they are so beautiful. I can't believe it.'"

Mrs. F. T., Cleghorn, Iowa

"... I want you to know that I appreciate those beautiful rugs. They are soft and luxurious. And the color is just right. My friends were delighted to see the beauty of them."

Mrs. M. E., Dubuque, Iowa

"... We were so pleased today when we put our new Olson Rugs on the floor. They are beautiful and very reasonably priced."

Mrs. E. M., Dayton, Ohio

"... Thank you for your promptness in filling my order. I am much pleased with my rugs especially the color and I'm happy the rugs do not show foot marks."

Mrs. P. M., Jonesboro, Tenn.



"... My rug is beautiful and admired by all of my friends. It is the fourth one I have received from you and they are 'tops' with me."

Mrs. F. M., Kansas City, Mo.

"... We have been using Olson Rugs for many years and each shipment, especially the last two shipments, adds more beauty to our home. We believe that Olson Rugs are the best for the money, that can be found ... anywhere."

Mr. and Mrs. E. C. E., Gadsden, Alabama

OLSON RUG CO. Chicago 41 New York 1 San Francisco 8